PROJECT 240Z

challengers

THE FATED -Z- PLAN

FAIRLADY Z/240Z- THE LEGEND OF THE MOST SUCCESSFUL SPORT CAR IN THE WORLD

Written and Illustrated by
Akira Yokoyama

DMP DIGITAL MANGA PUBLISHING

THE FATED Z-PLAN

FAIRLADY Z / 240Z
THE LEGEND OF THE
MOST SUCCESSFUL
SPORT CAR IN THE WORLD

ORIGINAL STORY / SUPERVISION
NHK PROJECT X
PRODUCTION GROUP

ART / SCRIPT
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DMP
DIGITAL MANGA PUBLISHING

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Born 1965. Hails from the Saitama prefecture After winning an honorable mention in Grand Champion's new manga artist contest, he enters the profession in earnest as an assistant under artist Rin Kasahara. Extremely knowledgeable of all motor sports and things mechanical, he also occasionally submits illustrations for the technical car magazine, Tipo.

Other works include:
-"Alan Teacher Hitomi (Iron Teacher Hitomi)" (Gekkan Shonen Champion)
-"Rising" (Car Magazine Jac)
-"Manga Version Project X: Challengers Conquer the World's Greatest Race!
<Honda> Isle Of Mann • The Youth Who Staked Their Lives On The Motorcycle"

http://aquilarium.fc2web.com/

Published by
DIGITAL MANGA PUBLISHING
1487 W 178th Street Suite 300
Gardena CA 90248
www.dmpbooks.com

Printed in China

PROJECT X 240Z

INTRODUCTION

IN THE EARLY PART OF THE SHOWA ERA '30S THE JAPANESE AUTOMOBILE HAVING APPEARED ON THE AMERICAN MARKET, REMAINED COMPLETELY UNSOLD, GATHERING DUST IN DOCKSIDE STORAGE THESE CARS MADE TO TRAVERSE THE POTHOLED ROADS OF POSTWAR JAPAN, SIMPLY DID NOT HAVE THE HIGH-SPEED CAPABILITIES THE VAST AMERICAN HIGHWAY DEMANDED VIEWED TO BE CHEAP AND SHODDY AS WELL AS BEHIND THE TIMES IN DESIGN, THE BOXY JAPANESE AUTOMOBILE WAS COLDLY DISMISSED

THEN CAME THE SUDDEN, SHOCKING APPEARANCE OF THE 'FAIRLADY Z.' HONED AND TRIMMED OF ALL EXCESS ITS ELEGANT FORM AND ROARING HIGH-SPEED CAPABILITY MADE THIS BEAUTIFUL AUTOMOBILE THE EPITOME OF THE SPORTS CAR. IN A TIME WHEN EVEN THE REGULAR AUTOMOBILE WAS STRUGGLING FOR SALES, THE FAIRLADY Z CONQUERED THE AMERICAN MARKET AND BECAME THE SINGLE BEST-SELLING SPORTS CAR IN THE WORLD

THE Z'S BEAUTIFUL FORM SPRANG FROM THE MIND OF UNORTHODOX CAR DESIGNER, YOSHIHIKO MATSUO LARGELY SHUNNED BY SUPERIORS FOR HIS YOUTHFUL OUTSPOKENNESS ON THE JOB. MATSUO HAD BEEN FORCED TO MAKE MANY DETOURS IN HIS CAREER FOR HIM, THIS WAS THE DESIGN CHANCE OF A LIFETIME

IN DESIGNING THE Z, THE IMAGE MOST PREVALENT IN HIS MIND WAS THAT OF THE JAPANESE SWORD - SHARP, STRONG, AND RESOLUTE IN FORM. THE Z WAS A CAR THAT REPRESENTED EVERY ASPECT OF JAPANESE ARTISTRY. SPENDING DAY AFTER DAY BUILDING AND DESTROYING COUNTLESS CLAY MODELS, IGNORING THE BLISTERS ON HIS HANDS, MATSUO THREW BODY AND SOUL INTO THIS CHALLENGE

THESE ARE HIS WORDS
[Continued to next page]

'A TRULY GREAT CAR IS ONE THAT REMAINS LOVED BY MANY PEOPLE FOR MANY YEARS, AND LINGERS IN THE MEMORY."

HIDDEN BEHIND ITS BEAUTIFUL FORM IS THE Z'S ALMOST SAVAGE CAPACITY FOR SPEED. THE PEOPLE WHO MADE THIS SPEED POSSIBLE WERE THE YOUTHFUL STAFF IN THE WORKSHOPS OF NISSAN'S UNGLAMOROUS SPECIALTY VEHICLE DIVISION.

WITH YUTAKA KATAYAMA (WHO WOULD LATER COME TO BE CALLED THE FATHER OF THE Z) AT THE FOREFRONT, THE TALE OF A GRAND BATTLE WAS THUS BEGUN - A BATTLE FOUGHT BY THE MANY WORKING BUSINESSMEN WHO SERVED AS SCOUTS IN THE VAST AMERICAN MARKETPLACE SO DIFFERENT IN SCOPE FROM THAT OF JAPAN.

THE PHRASE, *"THE Z ENSIGN HAS BEEN RAISED,"* WAS APT, FOR A BATTLE AGAINST A HERCULEAN OPPONENT HAD INDEED BEGUN.

A NEW FERVOR FOR THE JAPANESE CAR HAS RESURFACED AMONG THE AMERICAN YOUTH OF TODAY. ITS POPULARITY IS DUE NOT ONLY TO REASONABLE PRICE AND FUEL EFFICIENCY, BUT DESIGN AND PERFORMANCE AS WELL.

TWELVE YEARS OF SEVERE RECESSION HAVE PASSED SINCE THE ECONOMIC BUBBLE BURST. DURING THIS TIME, THE ONE INDUSTRY THAT HAS UNMISTAKABLY KEPT THE JAPANESE ECONOMY AFLOAT IS THE AUTOMOBILE MANUFACTURING INDUSTRY. A JAPAN WITHOUT EXPORTS WAS A JAPAN WITHOUT A FUTURE. FOR OVER 40 YEARS, THE PEOPLE WHO HAVE UNDENIABLY PULLED THIS COUNTRY ALONG ARE THE ENGINEERS WHO DEVOTED THEMSELVES TO THE MAKING OF CARS AND THE BUSINESSMEN WHO BLAZED A TRAIL THROUGH THE HARSH OVERSEAS MARKETPLACE.

"THE BATTLE OF Z": DURING THE RESEARCH FOR THIS PROJECT X, 'THE FATEFUL Z PROJECT ~*THE LEGEND OF THE WORLD'S BEST-SELLING SPORTS CAR*~', I CAME TO THOROUGHLY APPRECIATE WHY THIS CAR, THE EMBODIMENT OF JAPANESE SOUL AND ARTISTRY, SUCCEEDED IN PENETRATING THE AMERICAN MARKETPLACE. WITHIN THIS STORY I THINK YOU WILL FIND JUST WHAT QUALITIES ARE NECESSARY IN A JAPANESE TECHNICIAN OR BUSINESSMAN WHO WORKS WITH THE WORLD AS HIS STAGE.

HEISEI YEAR 15, SEPTEMBER, AUSPICIOUS DAY

NHK PROJECT X, CHIEF PRODUCER AKIRA IMAI

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THE FATED Z PLAN

<THE FAIRLADY Z> THE LEGEND OF THE MOST SUCCESSFUL SPORTCAR IN THE WORLD

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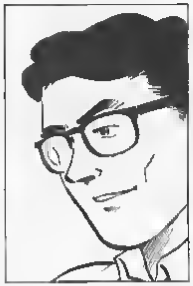
MASATAKA USAMI

宇佐美昌孝

SERVICE ENGINEER, NISSAN USA. IN EFFORTS TO IMPROVE THE AFTERCARE SERVICE ENVIRONMENT IN AMERICA, HE CRISS-CROSSES THE COUNTRY IN ORDER TO GAIN THE TRUST OF CUSTOMERS.



AKIO YOSHIDA

吉田章夫

ASSISTANT DESIGNER, NUMBER 4 DESIGN STUDIO AS MATSUO'S RIGHT-HAND MAN. THEY WORK TOGETHER TOWARD THE DEVELOPMENT OF THE "Z". CONSTRUCTS MANY OF THE CLAY MODELS.

TEIICHI HARA

原禎一

DIRECTOR, NUMBER 1 PLAN DIVISION. INTRODUCES KATAYAMA AND MATSUO TO EACH OTHER, MAKING THE BIRTH OF THE "Z" POSSIBLE. HOPING HE CAN HELP TO MAKE MATSUO AND THE OTHERS' WISHES COME TRUE, HE PROVIDES SUPPORT FROM THE SHADOWS.

HIROO MIYATE

宮手敬雄

VICE-CHIEF OF NISSAN'S AUTO BODY CONSTRUCTION DIVISION, KNOWN AS "TOEA MIKA-SAN". A MAN DEVOTED TO HIS FIELD. HE WORKED HIS WAY UP TO THE TOP AS A TECHNICIAN. PLACED IN CHARGE OF DIFFICULT TASKS SUCH AS FINDING A SUITABLE MATERIAL FOR THE HEADLIGHT CASING (A CONSIDERABLE SNAG IN THE DEVELOPMENT OF THE Z) AS WELL AS A SOLUTION FOR LIGHTENING THE VEHICLE BODY. HIS DREAM WAS TO ONE DAY TAKE HIS SON FOR A DRIVE IN A CAR THAT HE HIMSELF HAD BUILT.

HITOSHI UEMURA

植村齊

GENERAL SUPERVISOR, NUMBER 3 VEHICLE CONSTRUCTION PLAN DIVISION. AS CHIEF OF Z'S CONSTRUCTION, HIS PRACTICAL DEMAND FOR THE HEIGHT OF THE CAR CLASHES WITH MATSUMOTO'S DESIRE TO MAINTAIN AESTHETIC IDEALS, RESULTING IN MANY HEATED DEBATES. DURING TEST DRIVES IN AMERICA, HE ENCOUNTERS AN UNFORESEEN PROBLEM WITH THE CAR.

YUTAKA KATAYAMA

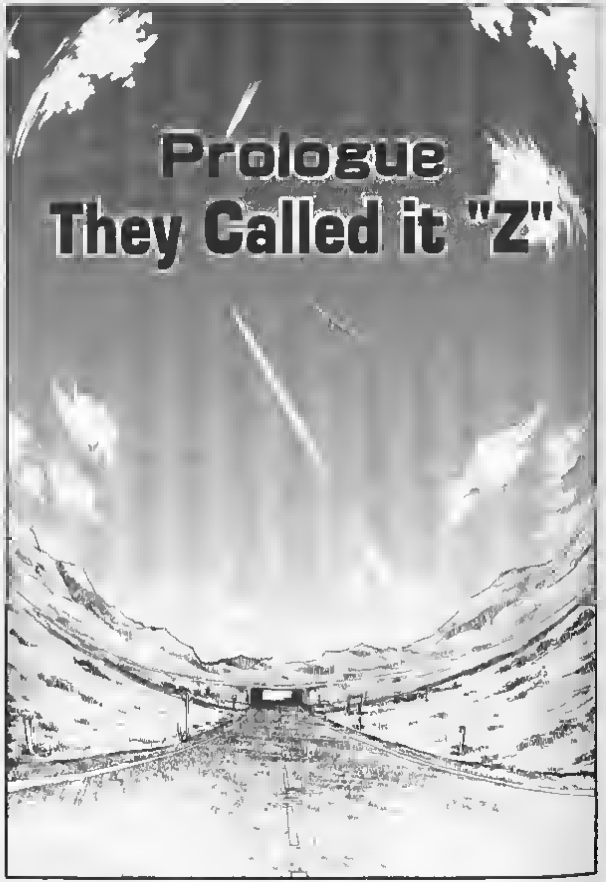
片山豊

PRESIDENT OF NISSAN USA. AFTER THE WAR, HE WAS ACTIVE AS NISSAN'S AD MAN, PROMOTING INVOLVEMENT IN SUCH EVENTS AS AUSTRALIAN RALLIES AND MOTOR SHOWS. AT THE AGE OF 60, HE IS SUDDENLY GIVEN THE TASK OF INVESTIGATING THE AMERICAN AUTO MARKET, HOPING TO IMPROVE THE SECOND-CLASS BRAND IMAGE OF JAPANESE CARS. HE PINS HIS HOPES ON YOUNG DESIGNER MATSUO.

YOSHIHIKO MATSUO

松尾良彦

CHIEF DESIGNER, NUMBER 4 DESIGN STUDIO. AN AUTO DESIGNER HE JOINS NISSAN AS THE COMPANY'S FIRST PRIVATE UNIVERSITY GRADUATE, EARNING DISTINCTION WITH HIS SUCCESSFUL MINOR CHANGES TO THE BLUEBIRD. AFTER FIVE YEARS AT THE COMPANY, HE IS CHOSEN AS THE CHIEF DESIGNER FOR A SPORTS CAR, AND PUTS ALL HIS CHILDHOOD DREAMS INTO THE DESIGNING OF THE FAIRLADY Z (HEREAFTER CALLED "Z").



PROJECT X challengers
240Z

Translation	Sachiko Sato
Lettering	Dan Nakrosis
Graphic Design	Eric Rosenberger
Editor in Chief	Fred Lui
Publisher	Hikaru Sasahara

PROJECT X : THE CHALLENGERS 240Z THE FATED Z PLAN FAIRLADY Z / 240Z THE LEGEND OF THE MOST SUCCESSFUL SPORT CAR IN THE WORLD © NHK/Akira Imai/Akira Yokoyama Originally published in Japan in 2003 by OHZORA Publishing Co English translation rights arranged through OHZORA COMIC CREATION CO LTD TOKYO English translation copyright © 2006 by DIGITAL MANGA Inc All other material © 2006 by DIGITAL MANGA Inc All rights reserved No portion of this publication may be reproduced or transmitted in any form or by any means without written permission from the copyright holders Any likeness of characters places and situations featured in this publication to actual persons (living or deceased) events places and situations is purely coincidental All characters depicted in sexually explicit scenes in this publication are at least the age of consent or older The DMP logo is ™ of DIGITAL MANGA Inc.

English Edition Published by
DIGITAL MANGA PUBLISHING
A division of DIGITAL MANGA Inc
1487 W 178th Street Suite 300
Gardena CA 90248

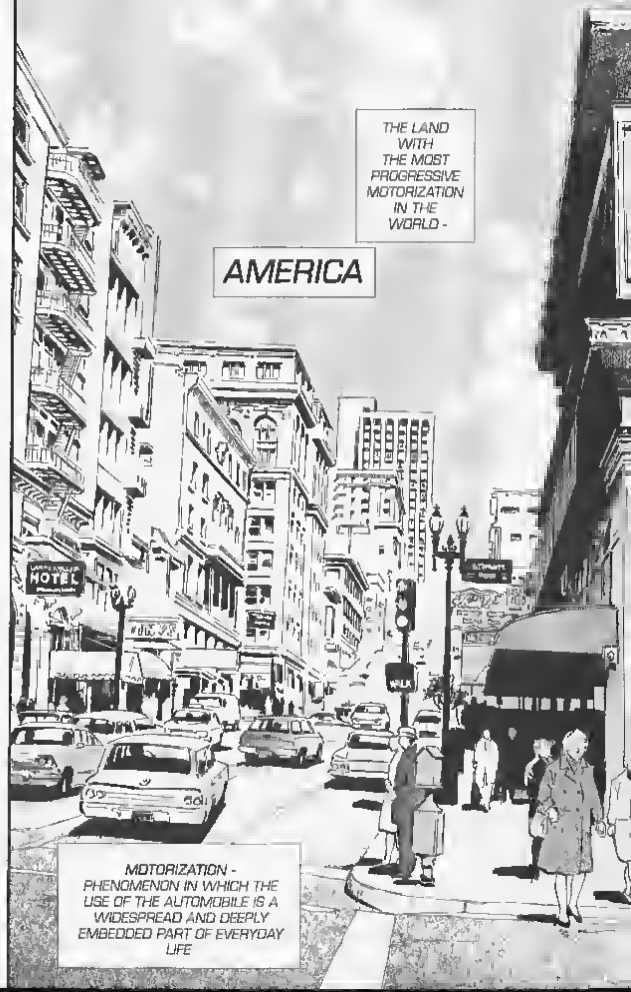
www.dmpbooks.com

First Edition February 2006
ISBN 1-56970-857-2

1 3 5 7 8 10 8 6 4 2

Printed in China

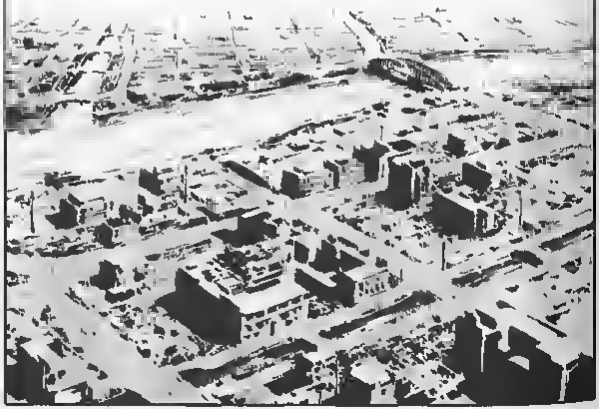
WHAT HAS BEEN THE BEST SELLING SPORTS CAR OF ALL TIME?
IN THIS COUNTRY WHERE VAST TRACTS OF LAND ARE ENMESHED IN A WEB OF CRISSCROSSING HIGHWAY SYSTEMS
NOR IS IT THE PORSCHE OR THE JAGUAR FROM EUROPE THE BIRTHPLACE OF THE AUTOMOBILE
IT IS NEITHER AMERICA'S OWN CORVETTE

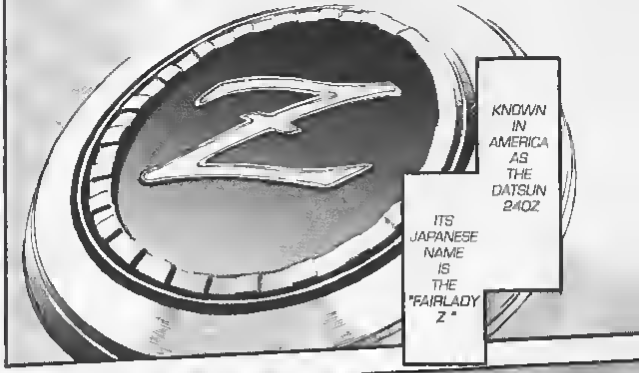

THE LAND WITH THE MOST PROGRESSIVE MOTORIZATION IN THE WORLD -
AMERICA
HOTEL
MOTORIZATION - PHENOMENON IN WHICH THE USE OF THE AUTOMOBILE IS A WIDESPREAD AND DEEPLY EMBEDDED PART OF EVERYDAY LIFE

!
THAT REALLY LOW CAR. WHAT'S IT CALLED?
HEY, DAD!
HM?
OH, YEAH— THAT
WHERE?
1995 AMERICA
BROOM
CHK
GRK

THIS WAS A JAPANESE CAR CARS THAT AT ONE TIME HAD BEEN STIGMATIZED AS "SECOND-RATE."
IT'S THE DATSUN 240Z.
THAT'S RIGHT
THE "Z" CAR?
THAT'S THE "Z" CAR

Chapter 1
The Z Ensign



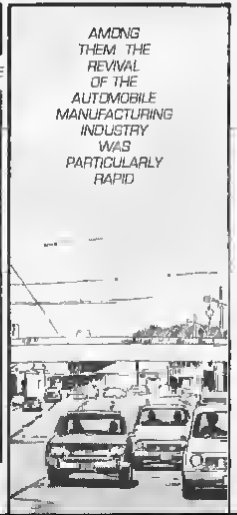


THIS IS THE TALE OF THE "Z" CAR - JAPAN'S FIRST MASS-PRODUCED HIGH-PERFORMANCE SPORTS CAR.
A CAR STILL BELOVED OF FANS WORLDWIDE TODAY.

YUTAKA KATAYAMA
THEN 38 YEARS OLD
NISSAN MOTOR'S
HEAD OF ADVERTISING
OUR COMPANY SHOULD PUT MORE EFFORT INTO PUBLIC RELATIONS*.
AS I SAID...
*IN THIS CASE TO ENLIGHTEN THE PUBLIC ABOUT THE COMPANY'S BUSINESS IDEALS
THE PUBLIC, HUH...
YES, THERE IS THAT, BUT
UH, NO THAT'S NOT WHAT I...
WE ALREADY ADVER-TISE
THAT'S ALL VERY WELL, BUT WHAT EXACTLY ARE YOU PROPOSING TO DO?

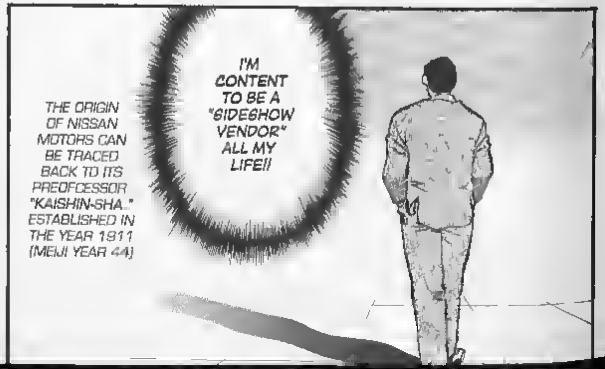
A PERIOD OF RECON-STRUCTION BEGAN AND INDUSTRIES CONTINUED TO REBUILD AND PROGRESS
1945 (SHOWA YEAR 20)
THE WAR HAD ENDED

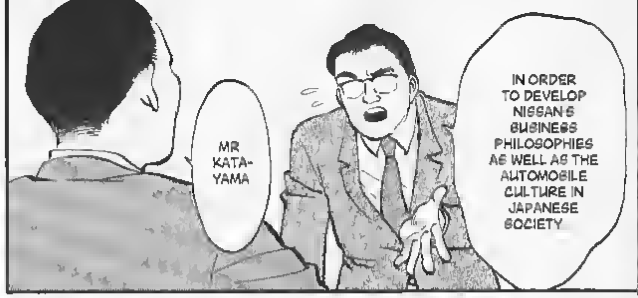
NISSAN MOTOR CO., HEAD OFFICE


AMONG THEM THE REVIVAL OF THE AUTOMOBILE MANUFACTURING INDUSTRY WAS PARTICULARLY RAPID

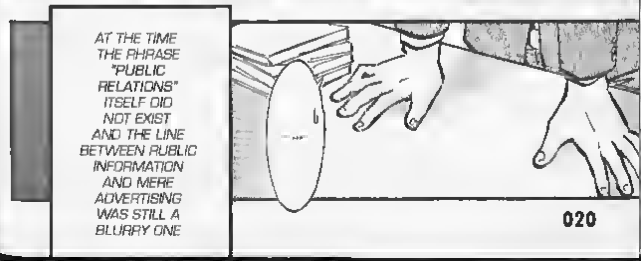
IN THOSE DAYS BEING IN ADVERTISING OFTEN MEANT HAVING TO ENTERTAIN SLEAZY REPORTERS OF INDUSTRY RAGS AND AD DIVISIONS RANKED LOW IN THE COMPANY HIERARCHY
THE PERIOD OF CHAOS FOLLOWING THE WAR WAS FINALLY COMING TO AN END

BUT I'M CERTAIN THAT THE TIME WILL COME WHEN PUBLIC RELATIONS WILL BECOME AN INTEGRAL PART OF BUSINESS POLICY
I GUESS IT CAN'T BE HELPED.. AFTER ALL, THE WAR HAS ONLY JUST ENDED

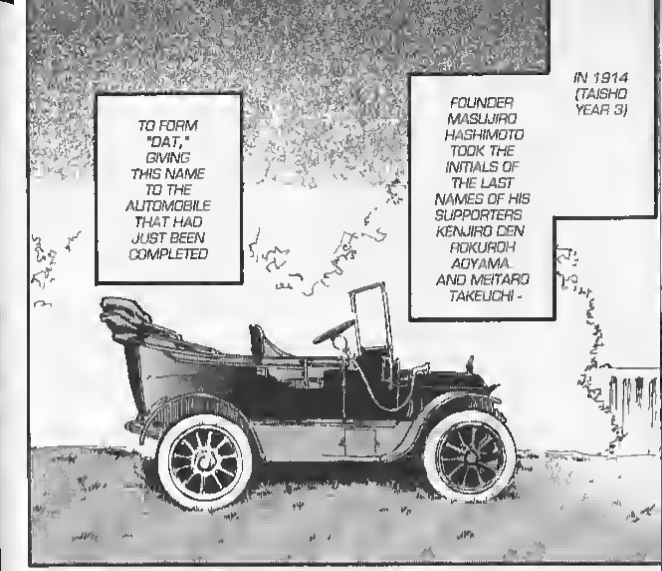

THE ORIGIN OF NISSAN MOTORS CAN BE TRACED BACK TO ITS PREDECESSOR "KAISHIN-SHA." ESTABLISHED IN THE YEAR 1911 (MEIJI YEAR 44)
I'M CONTENT TO BE A "SIDESHOW VENDOR" ALL MY LIFE!!


MR KATA-YAMA
IN ORDER TO DEVELOP NISSAN'S BUSINESS PHILOSOPHIES AS WELL AS THE AUTOMOBILE CULTURE IN JAPANESE SOCIETY

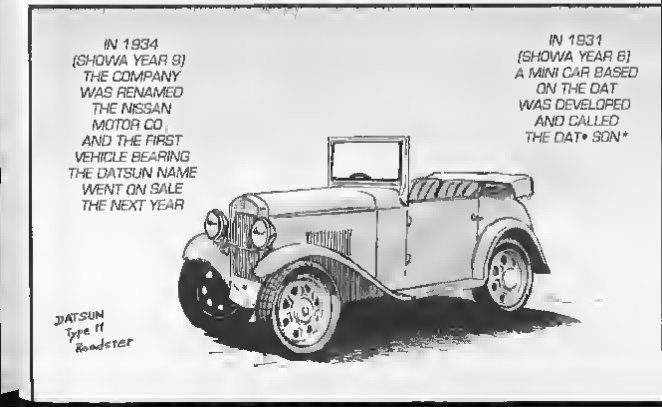
YOU WON'T GET VERY FAR PLAYING A "SIDESHOW VENDOR" ALL YOUR LIFE, YOU KNOW

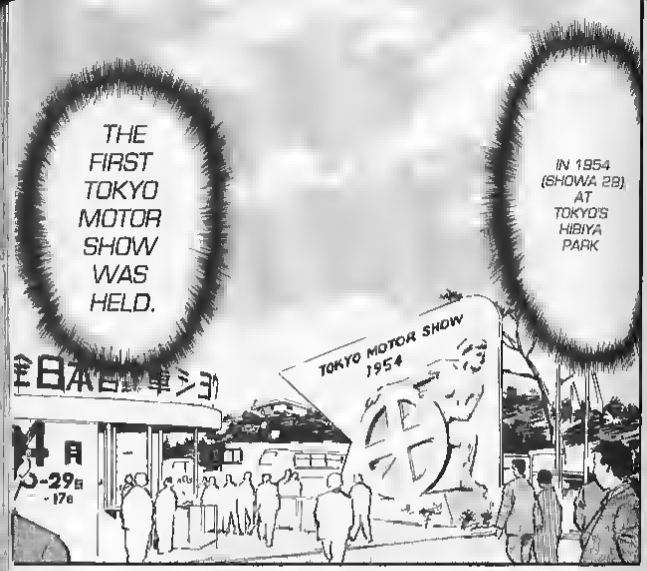

AT THE TIME THE PHRASE "PUBLIC RELATIONS" ITSELF DID NOT EXIST AND THE LINE BETWEEN PUBLIC INFORMATION AND MERE ADVERTISING WAS STILL A BLURRY ONE

KATAYAMA ENTERED NISSAN ONE YEAR AFTER ITS COMPANY NAME CHANGE
VROOM
BECAUSE OF RECONSTRUCTION EFFORTS, DEMAND FOR THE THREE-WHEEL AUTO AND THE TRUCK IS HIGH RIGHT NOW.
BUT SOON THERE SHOULD COME A DAY WHEN THE PASSENGER VEHICLE WILL BE MORE IN DEMAND.
IN ORDER TO PRECIPITATE DEMAND FOR THE PASSENGER VEHICLE..
A MOTOR SHOW?!


IN 1914 (TAISHO YEAR 3)
FOUNDER MASUJIRO HASHIMOTO TOOK THE INITIALS OF THE LAST NAMES OF HIS SUPPORTERS KENJIRO DEN ROKUROH AOYAMA AND MEITARO TAKEUCHI -
TO FORM "DAT," GIVING THIS NAME TO THE AUTOMOBILE THAT HAD JUST BEEN COMPLETED

*ORIGINALLY NAMED TO MEAN "THE SON OF DAT." LATER CHANGED TO "SUN."

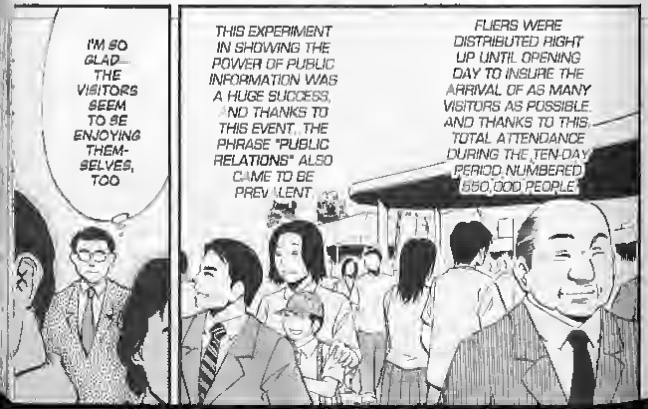

IN 1934 (SHOWA YEAR 9) THE COMPANY WAS RENAMED THE NISSAN MOTOR CO., AND THE FIRST VEHICLE BEARING THE DATSUN NAME WENT ON SALE THE NEXT YEAR
IN 1931 (SHOWA YEAR 6) A MINI CAR BASED ON THE DAT WAS DEVELOPED AND CALLED THE DAT• SON*
DATSUN Type 11 Roadster



IT'S MUCH MORE EFFICIENT THAN EACH COMPANY HAVING THEIR OWN INDIVIDUAL SHOW, RIGHT?
YEAH
WE'D GATHER CARS FROM EACH OF JAPAN'S AUTO MAKERS IN ONE PLACE, AND HAVE THE PUBLIC COME LOOK AT THEM

AND AT KATAYAMA'S CALL AD EXECUTIVES FROM SEVERAL PROMINENT AUTO MAKERS GATHERED OCCASIONALLY TO HOLD INFORMAL SOCIAL MEETINGS*
THERE WERE OTHERS WHO ALSO BELIEVED IN THE IMPORTANCE OF PUBLIC RELATIONS

*AT THESE MEETINGS WERE PARTICIPANTS FROM SUCH MAKERS AS NIHON DIESEL, TOYOTA, ISUZU, HINO, MITSUBISHI AND PUBO


I'M SO GLAD... THE VISITORS SEEM TO BE ENJOYING THEM-SELVES, TOO
THIS EXPERIMENT IN SHOWING THE POWER OF PUBLIC INFORMATION WAS A HUGE SUCCESS, AND THANKS TO THIS EVENT, THE PHRASE "PUBLIC RELATIONS" ALSO CAME TO BE PREVALENT.
FLIERS WERE DISTRIBUTED RIGHT UP UNTIL OPENING DAY TO INSURE THE ARRIVAL OF AS MANY VISITORS AS POSSIBLE. AND THANKS TO THIS, TOTAL ATTENDANCE DURING THE TEN-DAY PERIOD NUMBERED 550,000 PEOPLE.

IN THIS WAY, THESE BOUNDARY-DEFYING PLANS CAME TO FRUITION
THE LOCATION? IT WOULD HAVE TO BE TOKYO
LET'S ASK FOREIGN MAKERS, TOO
THAT'S A GREAT IDEA, MR KATAYAMA!!

WE HAVE TO START BY INFORMING AS MANY PEOPLE AS POSSIBLE ABOUT THE GREATNESS OF THE AUTOMOBILE... AND LET THEM SEE AND CHOOSE FOR THEMSELVES
IN ORDER TO MAKE MOTOR-IZATION TAKE ROOT IN THIS COUNTRY...
SAY WHAT YOU WILL..

COOL!
WOW!
AND IN THAT CLIMATE, ALL NISSAN WILL HAVE TO DO TO EXPAND AND PROGRESS IS TO BUILD GOOD CARS.

KATAYAMA HAD READIED ONE PARTICULARLY SPECIAL AUTO FOR DISPLAY
AMONG THIS COLLECTION OF CARS BOTH FOREIGN AND DOMESTIC

IT'S DOING WELL, I SEE.

HEY THERE, MR KATAYAMA

BUT I MUST SAY..
UH, YES... THANKS TO YOU.

USING OUR COMPANY'S FUNDS TO ADVERTISE FOR OTHER MAKERS
THAT'S VERY BIG-HEARTED OF YOU, MR KATAYAMA
OH ABSOL-UTELY

ONE DAY I WILL CREATE A GENUINE SPORTS CAR .. WITH MY OWN HANDS_!!

THIS HAD BEEN KATAYAMA'S DREAM EVER SINCE HE HAD JOINED THE COMPANY

BUT AT THIS TIME IN JAPAN THE AUTOMOBILE WAS STILL WIDELY CONSIDERED TO BE NOTHING BUT A MOTORIZED DELIVERY CART

AND IT WAS THE FIRST JAPANESE AUTO TO FEATURE THE SPORTY LOOK

THIS CAR CALLED THE "DATSUN SPORT DC3"* WAS THE FORERUNNER OF TODAY'S CONCEPT CAR

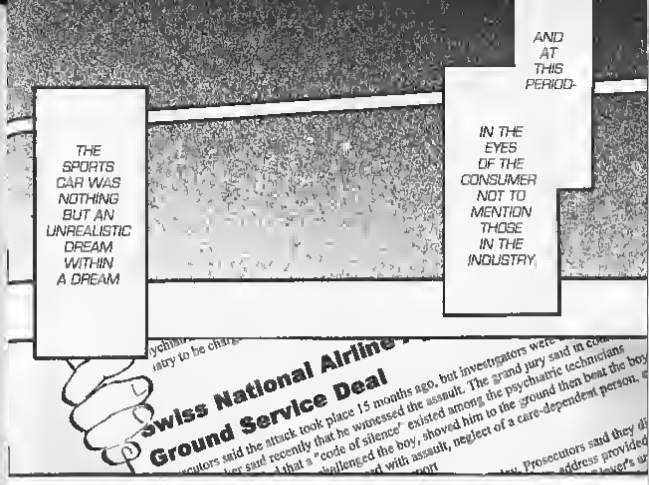
FOOTNOTE *MANUFACTURED BY YUICHI OHTA

WHEN POPULAR DEMAND FOR THE PASSENGER VEHICLE INCREASES, MAKERS WILL NEED AN IDENTIFIABLE CAR TO BE THE COMPANY'S IMAGE LEADER

THE CAR THAT BEST CONVEYS THE APPEAL OF THE AUTOMOBILE IS THE SPORTS CAR!!

IT'S JUST AS I THOUGHT

THAT'S RIGHT... IF WE ENTER A RACE AND DO WELL, THE INDUSTRY IMAGE WILL IMPROVE
1957 (SHOWA 32)
FOR THE FIRST TIME COMPETING AS A JAPANESE AUTO MAKER TOYOTA WAS PARTICIPATING IN A FOREIGN RALLY*
*RESULT - RETIRED FROM THE RACE DUE TO AN ACCIDENT
LET'S PARTICIPATE IN THIS RALLY, TOO!!
TO PARTICIPATE IN MOTOR SPORTS, A SUPERIOR BASE CAR IS NECESSARY
WE'LL MAKE NEWS OVERSEAS. JUST BY PARTICIPATING!
IF WE CAN PROMOTE THE SUPERIOR QUALITY OF OUR CARS IN THIS RALLY, IT WILL STIMULATE EXPORTS IN THE FUTURE.
HUH?

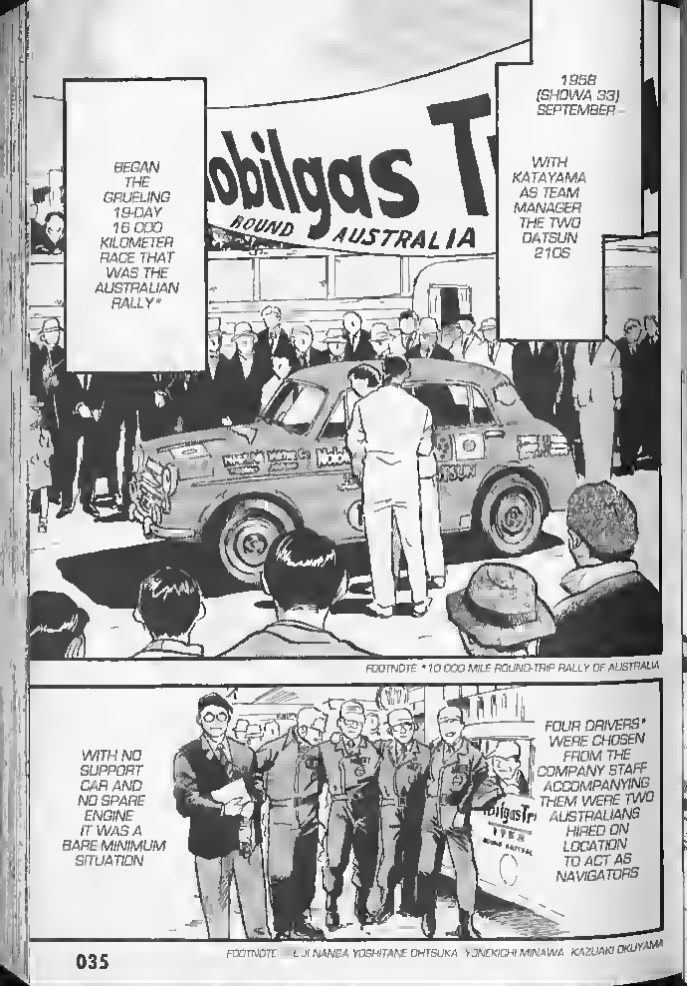

THE SPORTS CAR WAS NOTHING BUT AN UNREALISTIC DREAM WITHIN A DREAM
AND AT THIS PERIOD-
IN THE EYES OF THE CONSUMER NOT TO MENTION THOSE IN THE INDUSTRY,
Swiss National Airline
Ground Service Deal

TOYOTA IS IN A FOREIGN RALLY...!!
TOYOTA"

WHISH!

HUH!?
THUMP
AND THAT'S THAT. GOOD LUCK!
THE COMPANY MANAGEMENT APPROVED KATAYAMA'S PROPOSAL IN THE UNPRECEDENTED SHORT SPACE OF A WEEK.
IF THE RESULTS ARE BAD, THE NEGATIVE REFLECTION ON OUR COMPANY IMAGE IS GUARANTEED!
THIS IS SERI-OUS...
IF WE CAN'T DO THAT...
HA?
AT THE VERY LEAST, WE'LL HAVE TO DO WHAT TOYOTA COULDN'T ACCOMPLISH LAST YEAR AND FINISH THE RACE.
AND IF THAT HAPPENS, WE CAN FORGET THE DEVELOPMENT OF ANY SPORTS CAR ALL TOGETHER...

BUT...
IF YOU'RE THAT SET ON THE IDEA, I'LL AT LEAST LOOK INTO IT...
THIS IS SURE TO BE A VITAL EXPERIENCE FOR BOTH MAN AND CAR!!
CLICK
I THOUGHT IT WOULD BE A GOOD IMPETUS FOR THE DEVELOPMENT OF A SPORTS CAR, BUT...
I GUESS IT'S NO GO...
HOW-EVER
WHAT IS A "RALLY"?
IS IT DIFFERENT FROM A RACE?


BEGAN THE GRUELING 19-DAY 16 000 KILOMETER RACE THAT WAS THE AUSTRALIAN RALLY*
1958 (SHOWA 33) SEPTEMBER –
WITH KATAYAMA AS TEAM MANAGER THE TWO DATSUN 210S
ROUND AUSTRALIA
FOOTNOTE *10 000 MILE ROUND-TRIP RALLY OF AUSTRALIA
WITH NO SUPPORT CAR AND NO SPARE ENGINE IT WAS A BARE MINIMUM SITUATION
FOUR DRIVERS* WERE CHOSEN FROM THE COMPANY STAFF ACCOMPANYING THEM WERE TWO AUSTRALIANS HIRED ON LOCATION TO ACT AS NAVIGATORS
FOOTNOTE *JI NANBA YOSHITANE OHTSUKA YONEKICHI MINAWA KAZUAKI OKUYAMA

IF IT HAPPENS, IT HAPPENS.
WE'LL LEAVE OUR LUCK TO HEAVEN AND JUST CONCENTRATE ON THE RACE!!

BUT THE 210 IS RUNNING AS TOUGH AS A LITTLE TANK.
IT'S A MUCH TOUGHER RALLY THAN I THOUGHT IT WOULD BE..
WE CAN DO THIS!!

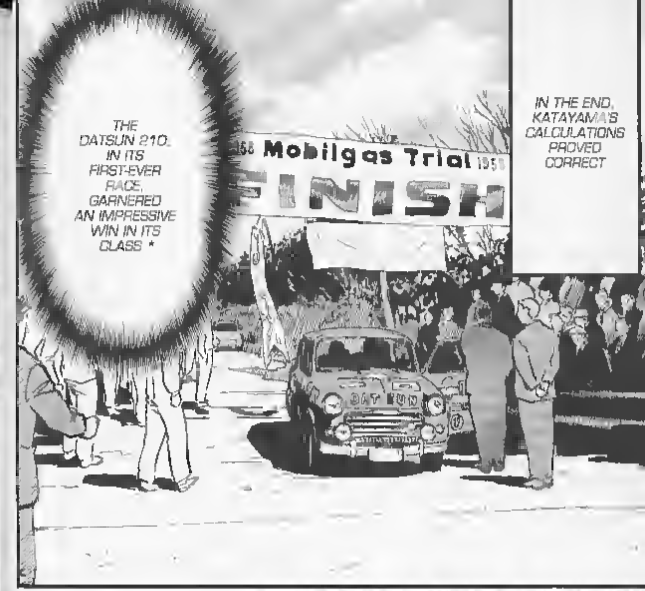
THE 210 IS A SOLID MACHINE - AS LONG AS YOU DON'T FALL ASLEEP AT THE WHEEL AND PLOW INTO A TREE OR SOMETHING, IT WON'T BREAK!
REMEMBER, SAFETY FIRST! TAKE IT STEADY - RATHER THE TURTLE THAN THE HARE GOT IT?

DATSUN
WE'LL BE FINE! WE'RE JUST AS TOUGH AS THE 210

ゴォォォ
VROOMM
RIGHT!

THE DATSUN TEAM WAS GIVEN AN ADDITIONAL SPORTSMANSHIP AWARD AS WELL
ALSO, BECAUSE THEY HAD STOPPED IN MID-RALLY TO HELP ANOTHER TEAM THAT HAD SUFFERED AN ACCIDENT,

THE CAR, THE TEAM MEMBERS, THE RACERS... THEY ALL TOUGHED IT OUT TO THE END!!
A MERE YEAR AFTER PLANNING... WELL DONE!
NEWS OF THE DATSUN'S CLASS WIN SPREAD WORLDWIDE OVERNIGHT


THE DATSUN 210, IN ITS FIRST-EVER RACE, GARNERED AN IMPRESSIVE WIN IN ITS CLASS *
Mobilgas Trial
FINISH
IN THE END, KATAYAMA'S CALCULATIONS PROVED CORRECT

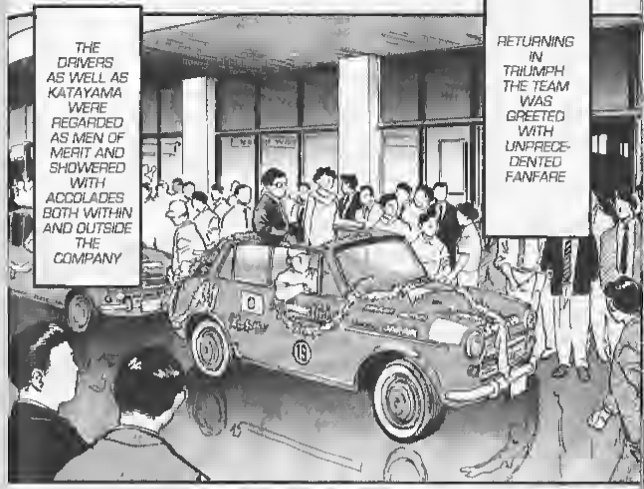
FOOTNOTE — * IN THE A CLASS (LESS THAN 1,000 CC) RANKED 24TH OVERALL

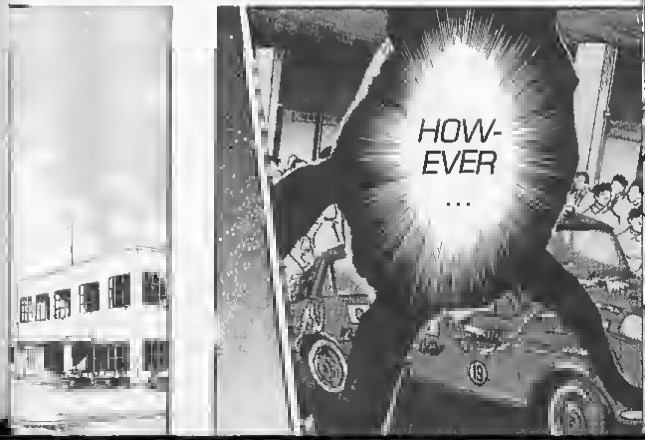
AND HE BECAME AN OUTCAST RESENTED WITHIN HIS OWN COMPANY
BUT HIS DRIVE FOR EXCELLENCE HAD OVERSTEPPED THE BOUNDARIES SET FOR AN INDIVIDUAL STAFF MEMBER OF A MAJOR CORPORATION
WITH HIS NON-CONFORMIST AND PROGRESSIVE THINKING, KATAYAMA HAD ACHIEVED SUCCESS

AND BUSINESS ADMINISTRATION WAS EXTREMELY RIGID
AT THE TIME, NISSAN WAS STRICTLY BOUND BY LABOR UNION POLICIES

1959 (SHOWA 34)
tap

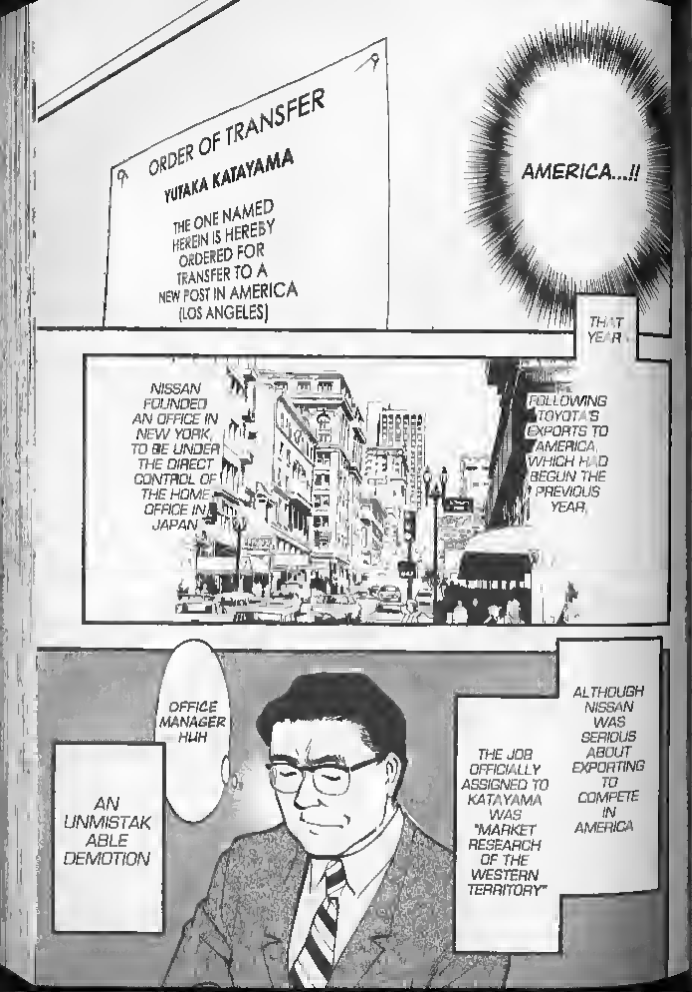
IRONICALLY KATAYAMA'S VICTORY WAS THE VERY THING THAT SEALED HIS FATE AT THE COMPANY


THE DRIVERS AS WELL AS KATAYAMA WERE REGARDED AS MEN OF MERIT AND SHOWERED WITH ACCOLADES BOTH WITHIN AND OUTSIDE THE COMPANY
RETURNING IN TRIUMPH THE TEAM WAS GREETED WITH UNPRECEDENTED FANFARE


HOWEVER ...

I SEE... MR. HARASHINA KNEW ABOUT THIS AND...
I BET IT'S GOTTEN HARD FOR YOU TO STAY HERE, HUH?
KYOICHI HARASHINA MANAGING DIRECTOR NISSAN MOTOR
BY THE WAY...
HARA-SHINA WAS AN OLD ACQUAIN TANCE FROM THE EARLY DAYS OF NISSAN
WELL... A LITTLE
AND A GOOD MAN WHO UNDER-STOOD AND SYM PATHIZED WITH KATA YAMA

glance
MY DESK...
...GONE!?


ORDER OF TRANSFER
YUTAKA KATAYAMA
THE ONE NAMED HEREIN IS HEREBY ORDERED FOR TRANSFER TO A NEW POST IN AMERICA (LOS ANGELES)
AMERICA...!!
THAT YEAR
NISSAN FOUNDED AN OFFICE IN NEW YORK, TO BE UNDER THE DIRECT CONTROL OF THE HOME OFFICE IN JAPAN
FOLLOWING TOYOTA'S EXPORTS TO AMERICA, WHICH HAD BEGUN THE PREVIOUS YEAR,
AN UNMISTAK ABLE DEMOTION
OFFICE MANAGER HUH
THE JOB OFFICIALLY ASSIGNED TO KATAYAMA WAS "MARKET RESEARCH OF THE WESTERN TERRITORY"
ALTHOUGH NISSAN WAS SERIOUS ABOUT EXPORTING TO COMPETE IN AMERICA

HOW ABOUT IT, KATAYAMA?
IT LOOKS LIKE THE AMERICAN MARKET MAY FINALLY BE OPEN FOR A JAPANESE CAR

WOULD YOU LIKE TO GO TO AMERICA?

TAKE CARE OF YOURSELF...
DEAR...
?!
HE CAME TO SEE ME OFF...
BIG BROTHER!!
WHAT'S THIS?

OH WELL... AT LEAST I'LL BE ABLE TO WORK WITHOUT THE UNION BREATHING DOWN MY NECK...
THE CONVENIENT REMOVAL OF A THORN IN THE SIDE, HUH?
I WELCOME THE CHANGE IN ENVIRONMENT
I'LL DO ALL I CAN IN THE LAND OF FREEDOM!!

THE Z ENSIGN!!
THE Z ENSIGN*
THIS WAS THE FLAG RAISED BY THE JAPANESE NAVY DURING THE FINAL DECISIVE BATTLE OF THE RUSSO-JAPANESE WAR. TO MARK AND SYMBOLIZE A PERIOD OF VICTORY
FOOTNOTE: *RAISED ON THE FLAGSHIP MIKASA, WITH THE FOLLOWING ORDER: "THE FATE OF THE EMPIRE RESTS ON THIS ONE BATTLE. ALL THOSE INVOLVED ARE TO FIGHT WITH EXTREME EFFORT."
BROTHER

!
IT'S A GOING-AWAY PRE-SENT
fwsh

KATAYAMA AT THE AGE OF 50 FACED A NEW CHALLENGE
MARCH 22 1960 (SHOWA 35)
ROARRR
TWO MONTHS LATER

GO DO YOUR BEST!

I'M OFF!!

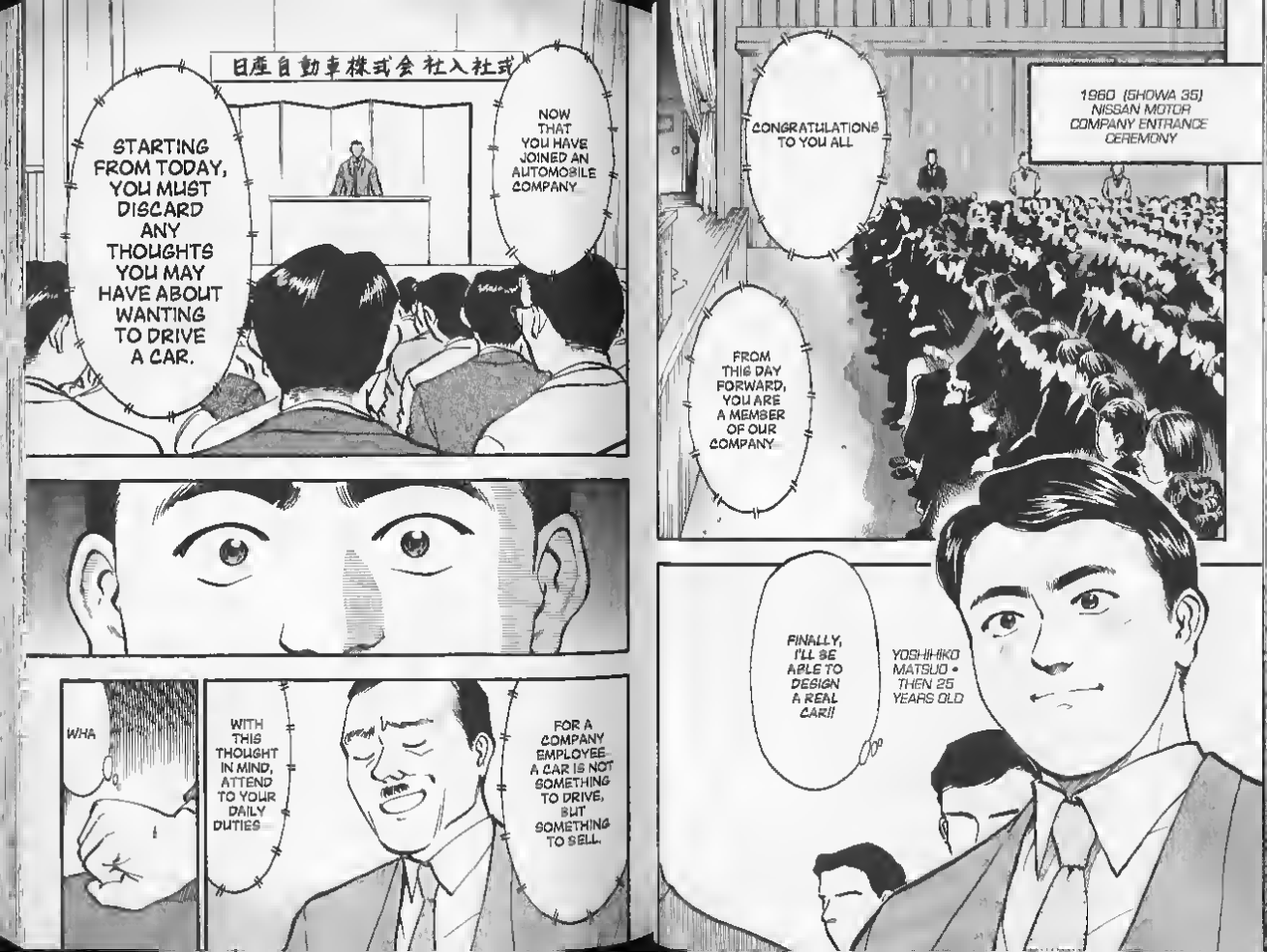
ゴオッ
ROAR
I'LL BE BACK SOON

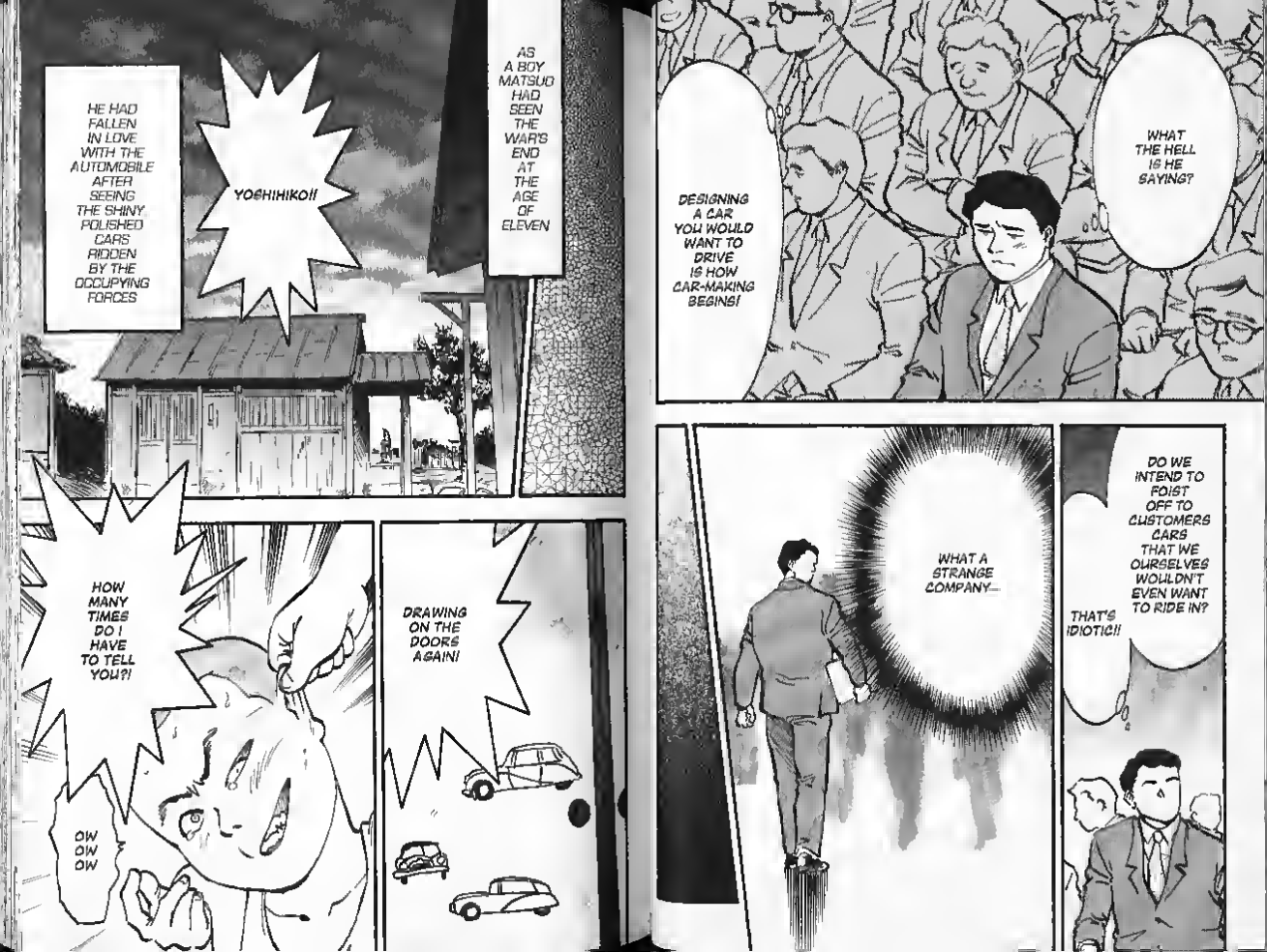
Chapter 2
The Dream Sports Car

ONE MAN JOINED NISSAN MOTOR'S MODELING AND DESIGN DIVISION

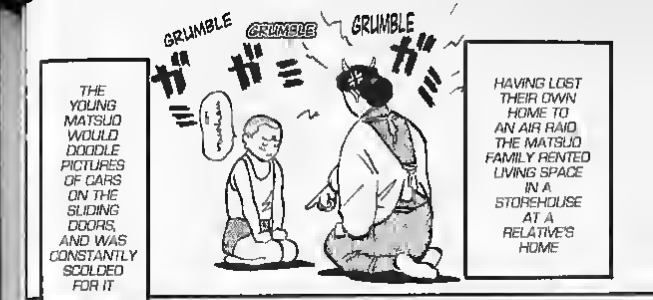
THIS MAN SHARED THE SAME DREAM AS KATAYAMA HOWEVER

IT WOULD BE A LITTLE LONGER BEFORE FATE ALLOWED THEIR PATHS TO CROSS

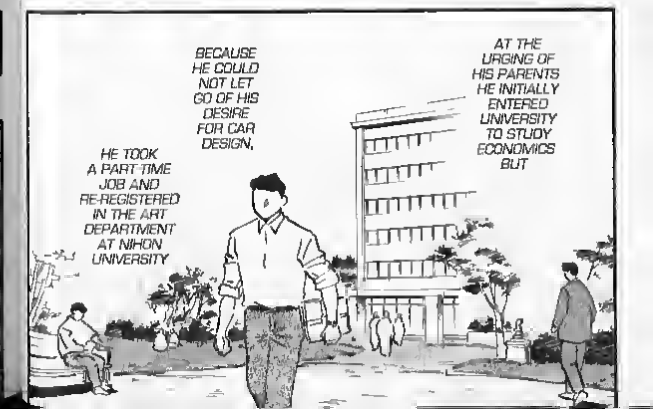

日産自動車株式会社入社式
STARTING FROM TODAY, YOU MUST DISCARD ANY THOUGHTS YOU MAY HAVE ABOUT WANTING TO DRIVE A CAR.
NOW THAT YOU HAVE JOINED AN AUTOMOBILE COMPANY
WHA
WITH THIS THOUGHT IN MIND, ATTEND TO YOUR DAILY DUTIES
FOR A COMPANY EMPLOYEE A CAR IS NOT SOMETHING TO DRIVE, BUT SOMETHING TO SELL.
1960 (SHOWA 35) NISSAN MOTOR COMPANY ENTRANCE CEREMONY
CONGRATULATIONS TO YOU ALL
FROM THIS DAY FORWARD, YOU ARE A MEMBER OF OUR COMPANY
FINALLY, I'LL BE ABLE TO DESIGN A REAL CAR!!
YOSHIHIKO MATSUO • THEN 25 YEARS OLD


AS A BOY MATSUO HAD SEEN THE WAR'S END AT THE AGE OF ELEVEN
HE HAD FALLEN IN LOVE WITH THE AUTOMOBILE AFTER SEEING THE SHINY, POLISHED CARS RIDDEN BY THE OCCUPYING FORCES
YOSHIHIKO!!
HOW MANY TIMES DO I HAVE TO TELL YOU?!
OW OW OW
DRAWING ON THE DOORS AGAIN!
DESIGNING A CAR YOU WOULD WANT TO DRIVE IS HOW CAR-MAKING BEGINS!
WHAT THE HELL IS HE SAYING?
WHAT A STRANGE COMPANY—
DO WE INTEND TO FOIST OFF TO CUSTOMERS CARS THAT WE OURSELVES WOULDN'T EVEN WANT TO RIDE IN?
THAT'S IDIOTIC!!

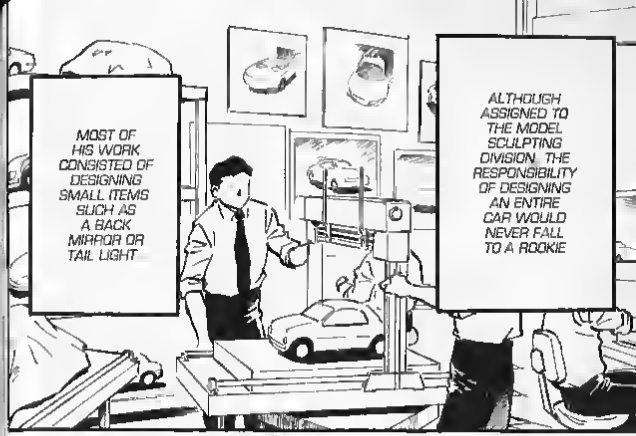
ONE DAY I'LL DESIGN A CAR THAT'LL MAKE THE AMERICANS SIT UP AND TAKE NOTICE!!
HIS ENTRY INTO NISSAN WAS A DREAM COME TRUE
HOW-EVER

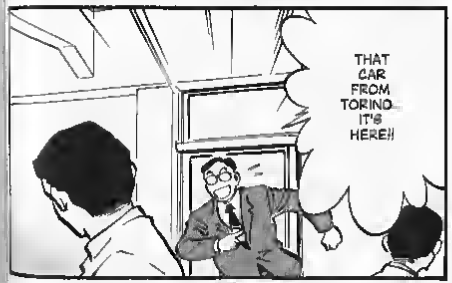

GRUMBLE
GRUMBLE
GRUMBLE
THE YOUNG MATSUO WOULD DOODLE PICTURES OF CARS ON THE SLIDING DOORS, AND WAS CONSTANTLY SCOLDED FOR IT
HAVING LOST THEIR OWN HOME TO AN AIR RAID THE MATSUO FAMILY RENTED LIVING SPACE IN A STOREHOUSE AT A RELATIVE'S HOME

GRUMBLE
BUT...
I LIKE CARS... I CAN'T HELP IT...
GRUMBLE


BECAUSE HE COULD NOT LET GO OF HIS DESIRE FOR CAR DESIGN,
AT THE URGING OF HIS PARENTS HE INITIALLY ENTERED UNIVERSITY TO STUDY ECONOMICS BUT
HE TOOK A PART TIME JOB AND RE-REGISTERED IN THE ART DEPARTMENT AT NIHON UNIVERSITY

OHHHH!
HAD COMMISSIONED THE FAMED ITALIAN CAR DESIGNER PININ FARINA*.
IT'S A FARINA ALL RIGHT!
IT'S BEAUTIFUL
AT THE TIME NISSAN, IN EFFORTS TO OUTDO THE COMPETITION IN DESIGN,

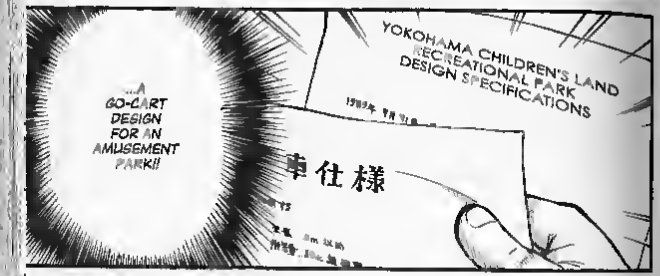

MOST OF HIS WORK CONSISTED OF DESIGNING SMALL ITEMS SUCH AS A BACK MIRROR OR TAIL LIGHT.
ALTHOUGH ASSIGNED TO THE MODEL SCULPTING DIVISION, THE RESPONSIBILITY OF DESIGNING AN ENTIRE CAR WOULD NEVER FALL TO A ROOKIE



*PININ FARINA = A MASTER OF CAR DESIGN. RESPONSIBLE FOR THE DESIGN OF SUCH CARS AS THE FERRARI AND THE ALFA ROMEO

WE'D HAVE TO FIX THAT AREA A BIT...
THE GRILL IS A BIT CRUDE, TOO
THE SIDE LINE LOOKS SO GOOD OTHERWISE, BUT THAT ONE THING IS RUINING ITS BALANCE.
YES...
?!
WHAT A DIFFERENCE IN QUALITY, HUH?
WHAT DO YOU THINK, MATSUO?
IF WE LEAVE IT THIS WAY, IT WON'T SELL IN JAPA...
BUT THE TAIL IS A LITTLE TOO LOW ON THIS ONE...IT LOOKS FUNNY.
M M M... MATSUO!!
OOPS!
...N
?!

HUH..?! BUT THIS IS FOR...
YES?
YOU TRY THIS


...A GO-CART DESIGN FOR AN AMUSEMENT PARK!!
YOKOHAMA CHILDREN'S LAND RECREATIONAL PARK DESIGN SPECIFICATIONS

YOU'D BETTER DO A GOOD JOB!!
IT'S GOING TO BE PART OF A CEREMONY COMMEMORATING THE CROWN PRINCE'S BIRTH, SO...
IT'S THE SPORTS CAR YOU'VE ALWAYS WANTED.
Huh
Huh

HOW DARE YOU BE SO INSOLENT. YOU'RE JUST A ROOKIE OUT OF PRIVATE COLLEGE!!
WHO DO YOU THINK YOU ARE?!

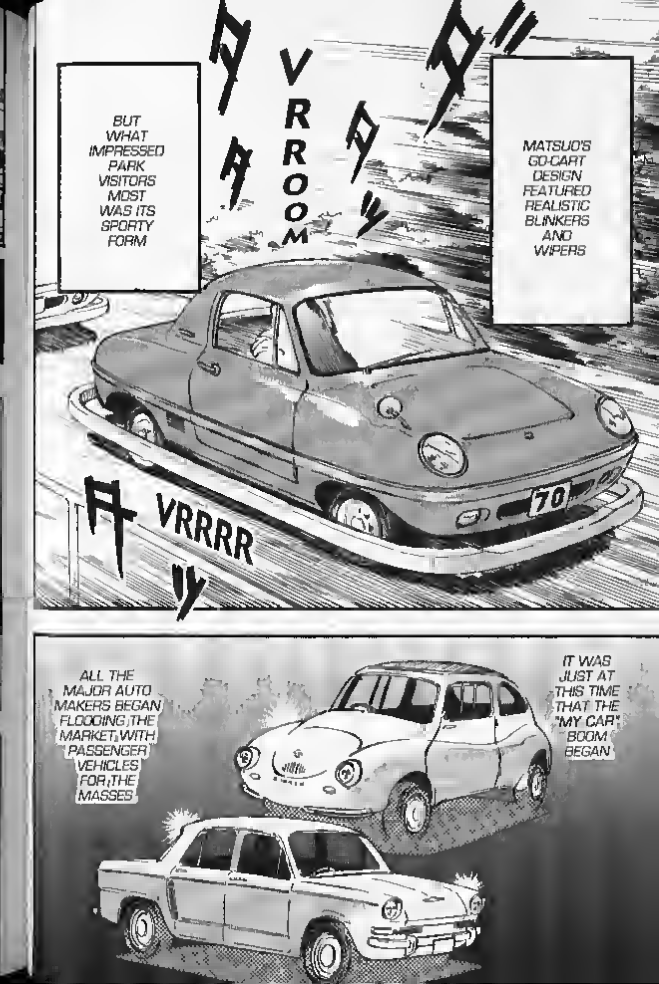
BECAUSE OF THIS ONE INCIDENT, MATSUO QUICKLY BECAME LABELED A "PROBLEM WORKER."
HEY, MATSUO.

GRUMBLE
BUT.
IT'S WHAT I THINK. I CAN'T HELP IT-
GRUMBLE

I'M GOING TO DESIGN A "CAR" THAT NO ONE HAS EVER SEEN BEFORE!
TWO YEARS LATER
1962 (SHOWA 37) YOKOHAMA CHILDREN'S LAND
YAAAAY!!
BRRRR

YES!! I'LL DO MY BEST!
SO WHAT IF IT'S JUST A GO-CART IF IT'S GOT FOUR WHEELS, A CAR IS A CAR.
YES SIR!
W- WELL DON'T OVERDO IT

BUT, TRUE TO MATSUO'S PREDICTION SALES LAGGED DUE TO CUSTOMER DISSATISFACTION WITH ITS DESIGN
NISSAN JOINED THE FRAY BY PUTTING OUT ITS PININ FARINA-DESIGNED BLUEBIRD 410 ON THE MARKET
WHAT?!
...ME?!
AS THE ORIGINAL FAULTFINDER, MATSUO WAS ASSIGNED THE TASK OF MAKING MINOR DESIGN CHANGES
THAT'S RIGHT— GIVE IT A TRY
THE DESIGN DIVISION WAS ASSIGNED TO FIND A COUNTERMEASURE AGAINST THE INCREASED SALES OF THE RIVAL TOYOTA CORONA


BUT WHAT IMPRESSED PARK VISITORS MOST WAS ITS SPORTY FORM
VRROOM
MATSUO'S GO-CART DESIGN FEATURED REALISTIC BLINKERS AND WIPERS
VRRRR
ALL THE MAJOR AUTO MAKERS BEGAN FLOODING THE MARKET WITH PASSENGER VEHICLES FOR THE MASSES
IT WAS JUST AT THIS TIME THAT THE "MY CAR" BOOM BEGAN

BUT IT'S ALSO UNLIKELY THAT ANY MAJOR CHANGES WILL BE ALLOWED...
IT'S UNLIKELY THAT A MINOR OUTER CHANGE WILL REVERSE AN IMAGE THAT'S ALREADY BEEN TARNISHED.

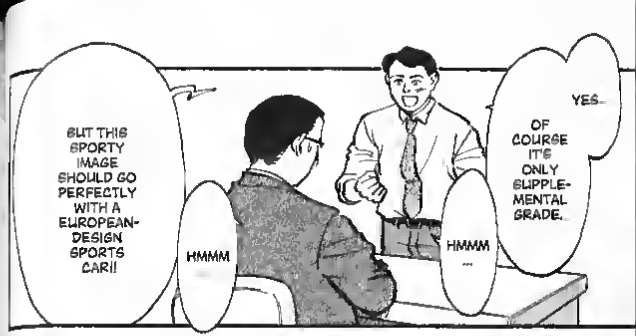
ME. REDESIGN A WORK OF THE GOD, PININ FARINA
Y...YES!!

A SPORTS SEDAN...
THE 86... HMM.
TEIICHI HARA DIRECTOR, PLAN DIVISION
IF WE PUT MORE EMPHASIS ON SPORTY COLORS...
AND MAKE IT A CAR TO APPEAL TO YOUNG PEOPLE AND CAR FANATICS...

BUT THEN AGAIN...

I'LL DO IT!!

ALL RIGHT!
YES SIR!
THAT'S FINE LET'S GO WITH IT


BUT THIS SPORTY IMAGE SHOULD GO PERFECTLY WITH A EUROPEAN-DESIGN SPORTS CAR!!
HMMM
HMMM...
YES... OF COURSE IT'S ONLY SUPPLEMENTAL GRADE.

THIS GUY...

PLEASE!

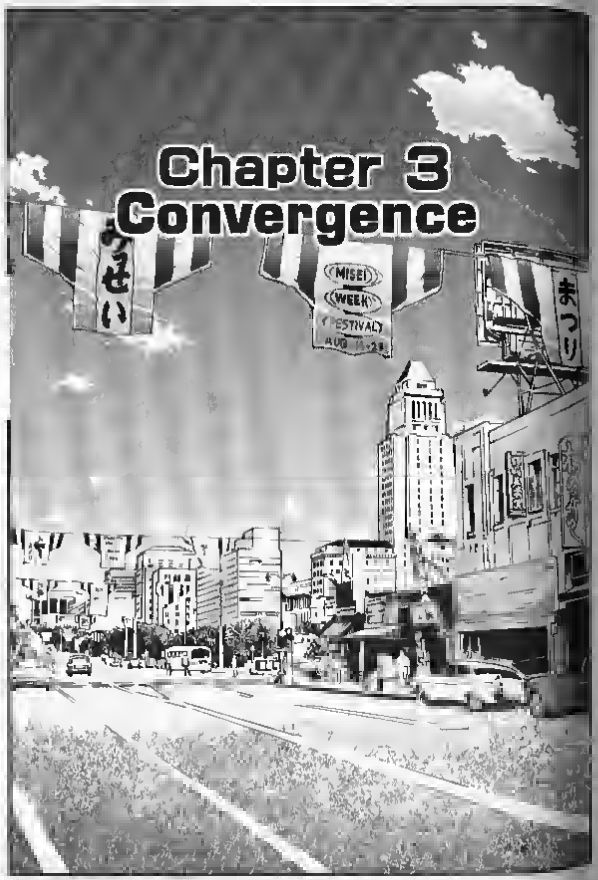
AND SO IT WAS....
FURTHER CONTRIBUTED TO THE SUDDEN RISE IN SALES WITH ITS DEFINITIVE VICTORY IN THE NEWLY ESTABLISHED SUZUKA CIRCUIT RACE.
THE SU TWIN CAB AND THE SS WITH FOUR-SPEED FLOOR SHIFT WERE ADDED TO THE LINE-UP, AND THE SSS, WITH BUCKET SEATS AND TRIPLE IN-LINE METERS PRE-INSTALLED.

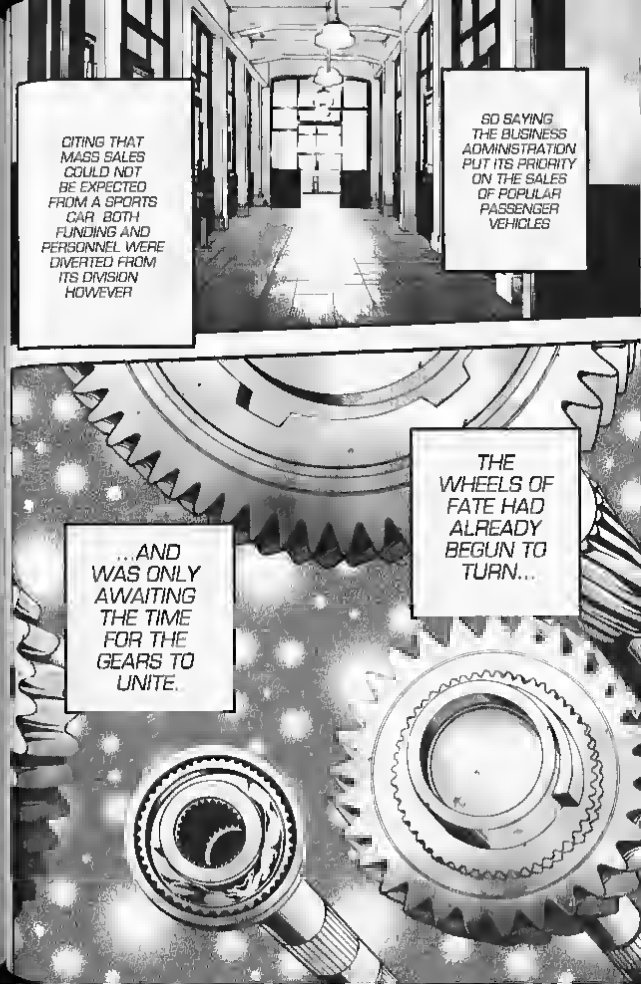
...OK.
!
HE'S EITHER EXTREMELY CONFIDENT OR...
TO SKIP OVER HIS SUPERIOR AND COME DIRECTLY TO ME...

HUH?
BUT HIS ELATION WAS BRIEF
AKIO YOSHIDA ASSISTANT DESIGNER
ANO MATSUO, AFTER HIS SUCCESS WITH THE BLUEBIRD WAS ASSIGNED AS CHIEF OF THE NUMBER FOUR DESIGN STUDIO - THE SPORTS CAR DIVISION
ALL R!!IGHT!!
ARE WE THE ONLY ONES?!
LOOKS LIKE IT

AND SUB-SEQUENTLY BECAME THE SHOW-GRADE VERSION OF THE BLUEBIRD
THE SSS WAS THE PIONEERING SPORTS SEDAN OF JAPAN
WHADDA-YA KNOW
IT'S JUST AS I THOUGHT PEOPLE DO WANT A SPORTY CAR!
THE FIRST WAS FOR MAIN PASSENGER VEHICLES THE SECOND FOR LARGE-SIZE SEDANS THE THIRD FOR HIGH-CLASS VEHICLES
THE NEXT YEAR NISSAN SPLIT ITS DESIGN DIVISION INTO FOUR SEPARATE SECTIONS

AHHH.. IT'S CALLED THE SPORTS CAR DIVISION, BUT...
IT LOOKS LIKE THE POWERS-THAT-BE DON'T HAVE ANY REAL INTEREST IN MAKING AN ACTUAL SPORTS CAR...
IF WE'RE GOING TO START COMPLETELY FROM SCRATCH, THE LESS PEOPLE INVOLVED, THE EASIER IT'LL BE.
SSH
THAT'S FINE
HUH?!
COMPROMISING TO ACCOMMODATE A BUNCH OF DIFFERENT IDEAS WOULD ONLY RESULT IN A MEDIOCRE CAR.
WITH JUST US TWO, WE CAN DESIGN ANY CAR THAT WE WANT!
EXCITING, ISN'T IT!?
YOU'RE RIGHT
LET'S DO IT!!
"THE SPORTS CAR IS MERELY A DECORATION IT WILL NOT GENERATE ANY PROFIT."


Chapter 3
Convergence
みせい
MISEI
WEEK
FESTIVAL
まつり


CITING THAT MASS SALES COULD NOT BE EXPECTED FROM A SPORTS CAR, BOTH FUNDING AND PERSONNEL WERE DIVERTED FROM ITS DIVISION HOWEVER
SO SAYING THE BUSINESS ADMINISTRATION PUT ITS PRIORITY ON THE SALES OF POPULAR PASSENGER VEHICLES
THE WHEELS OF FATE HAD ALREADY BEGUN TO TURN...
...AND WAS ONLY AWAITING THE TIME FOR THE GEARS TO UNITE.

HIROO MIYATE
NISSAN
AUTO BODY
CONSTRUCTION
DIVISION
VICE PRESIDENT
I BET THE SAILING FEELS GOOD.
YEAH...
AFTER THE WAR
MIYATE HAD WORKED ON DEVELOPING MACHINERY FOR FARMING AND CONSTRUCTION IN A FACTORY CITY IN THE NORTHEAST
BUT AFTER SETTING HIS HEART ON AUTOMOBILE DEVELOPMENT, HE MOVED TO TOKYO
NICKNAMED "IDEA MIYA-SAN," HE WAS A TECHNICIAN WHO HAD WORKED HIS WAY UP THROUGH THE RANKS
OH!!

1966 KANAGAWA PREFECTURE, HAYAMA
DAD, IT'S A SHIP! I CAN SEE A SHIP!!
R R R

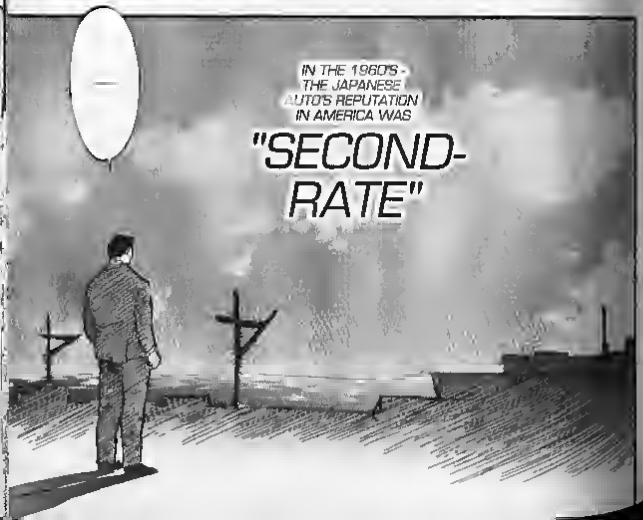
I'M SORRY I'VE ONLY GOT THIS BROKEN-DOWN OLD TRUCK FOR YOU TO RIDE
YEAH, ME TOO—
A CAR BUILT... BY ME!!
ONE DAY, I'D LIKE TO TAKE HIM FOR A DRIVE IN A CAR LIKE THAT ONE...

VWOOM
VRRRRRM
!
HAHA I'M GLAD IT WAS SUNNY TODAY

AH, WELL THEY JUST WON'T SELL.
WE AT MARUBENI ARE TROUBLED BY IT, TOO.
WHY DO YOU LEAVE BRAND NEW CARS OUT IN THIS ENVIRONMENT?
AND ATTENTION WAS PRIMARILY FOCUSED ON THE EAST COAST WITH ITS HIGH CONCENTRATION OF BIG CITIES.
AT THE TIME, NISSAN LEFT THE ENTIRE BUSINESS OF EXPORT SALES IN THE HANDS OF A TRADING COMPANY.
BUT YOU CONTRACTED WITH US BECAUSE YOU THOUGHT OUR VEHICLES WOULD SELL, DIDN'T YOU?!
A MERE 1% OF THAT OF THE TOP EXPORTER VOLKSWAGEN
NISSAN'S TOTAL SALES IN AMERICA FOR THIS YEAR WAS APPROXIMATELY 1600 UNITS INCLUDING ITS TRUCKS

1960 (SHOWA 35)
LOS ANGELES
THIS IS HORRIBLE.
GRIK
ZZT

PLEASE ASK THE HEAD OFFICE TO MAKE CARS THAT WOULD BE MORE MARKETABLE IN AMERICA.


—
IN THE 1960'S - THE JAPANESE AUTO'S REPUTATION IN AMERICA WAS
"SECOND-RATE"

IT'S GOTTEN SO THAT I FEEL SADLY EVERY TIME I SEE A DATSUN DRIVING DOWN THE STREET IN L.A. BECAUSE I THINK, "OH, THERE GOES ANOTHER PERSON WHO'S BEEN DUPED."
EVEN IF A CAR IS GOLD, THERE ARE SO MANY COMPLAINTS AFTER-WARDS...

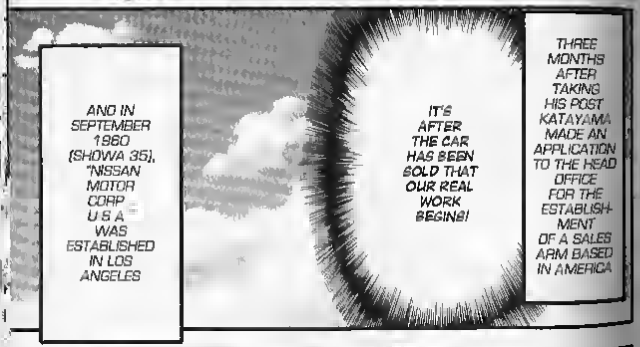
BUT...THESE ARE SELLING IN JAPAN. IF YOU DON'T PUT MORE EFFORT INTO SALES, THEY'LL NEVER SELL.

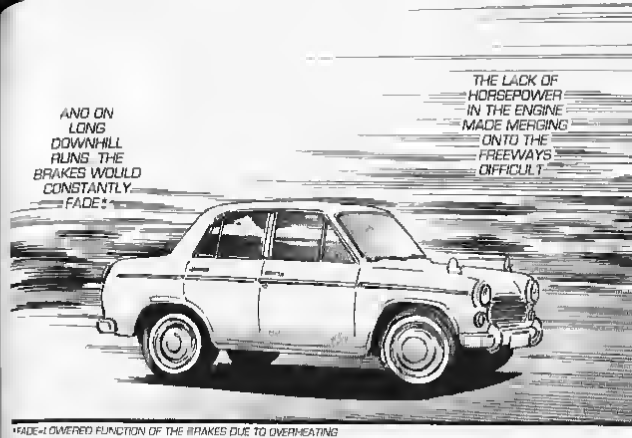
YOU MAY BE RIGHT, BUT ..

WHAT—? SO THE DATSUN IS THAT MISTRUSTED HERE IN AMERICA

IN ORDER TO GAIN THE USER'S TRUST, WE'LL HAVE TO HANDLE THINGS OURSELVES!!
FIRST, WE'LL PREPARE FOR THE THOROUGH ESTABLISHMENT OF SERVICE*

*SERVICE=SUPPLYING OF SPARE PARTS, PROVIDING AFTERCARE SUCH AS TUNE-UPS AND REPAIRS


AND IN SEPTEMBER 1960 (SHOWA 35), "NISSAN MOTOR CORP U.S.A." WAS ESTABLISHED IN LOS ANGELES
IT'S AFTER THE CAR HAS BEEN SOLD THAT OUR REAL WORK BEGINS!
THREE MONTHS AFTER TAKING HIS POST KATAYAMA MADE AN APPLICATION TO THE HEAD OFFICE FOR THE ESTABLISHMENT OF A SALES ARM BASED IN AMERICA

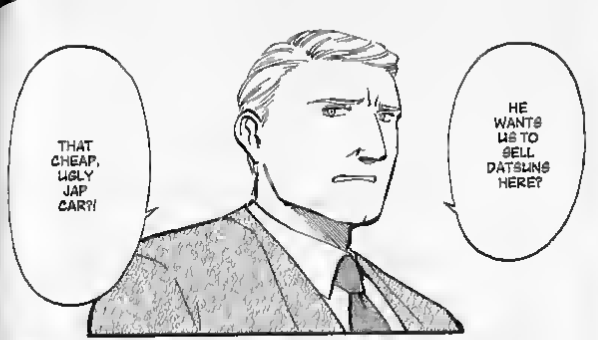

AND ON LONG DOWNHILL RUNS, THE BRAKES WOULD CONSTANTLY FADE.*
THE LACK OF HORSEPOWER IN THE ENGINE MADE MERGING ONTO THE FREEWAYS DIFFICULT

*FADE=LOWERED FUNCTION OF THE BRAKES DUE TO OVERHEATING

WE CAN'T LEAVE SALES IN SOMEONE ELSE'S HANDS AND JUST WAIT AROUND FOR A CAR THAT WILL SELL ITSELF!
THE TRADING COMPANIES HAVE NO KNOWLEDGE OF THE CARS, NOR DO THEY HAVE ANY PASSION FOR THEM.

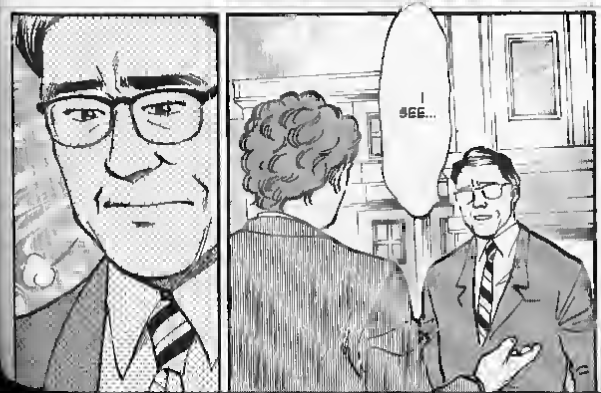
BUT WAS MET WITH COLD RESPONSES FROM THE BIG THREE* AND THE LARGER DEALERS...
HAVING BECOME VICE-PRESIDENT OF NISSAN USA KATAYAMA JOINED HIS SUBORDINATES IN THE SEARCH FOR DEALERS WHO WERE WILLING TO PLACE THE DATSUN IN THEIR SHOWROOMS
*THE BIG THREE=GM FORD CHRYSLER

JUST BECAUSE IT'S A JAPANESE CAR !!


THAT CHEAP, UGLY JAP CAR?!
HE WANTS US TO SELL DATSUNS HERE?

SEND HIM AWAY!!
WE DON'T HAVE ANY ROOM FOR SOMETHING LIKE THAT

PERHAPS AS FELLOW COUNTRY-MEN...
日本劇場
THAT'S RIGHT... LOS ANGELES HAS A LARGE NIKKEI IMMIGRANT POPUL-ATION
!


I SEE...

THEN HOW ABOUT A PICKUP TRUCK?!
ITS SMALL SIZE MAKES IT EASY TO HANDLE AND FUEL-EFFICIENT AS WELL
WHY WOULD I COME ALL THE WAY TO AMERICA TO RIDE IN A JAPANESE CAR?
MY DREAM IS TO SUCCEED OVER HERE AND DRIVE A CADILLAC OR A BENTLEY
A CHEAP PRICE ISN'T ENOUGH TO MAKE ME WANT TO DRIVE A JAPANESE CAR.
UH... WHY, YOU SAY...?
WELL... THE PRICE IS REASON-ABLE. AND...
HERO

chk
USED CAR
Welcome
HMM...

THE DEALERS - NO GOOD... AND DIRECT SALES - NO GOOD...
SIGH
ISN'T THERE SOME SOLUTION...?
ZSSH...
RK
!!

I'M KATAYAMA, FROM NISSAN USA.
DO YOU HAVE ANY INTEREST IN A JAPANESE CAR?
A JAPANESE CAR!?
TCH! SO IT'S A SALES PITCH
THAT MAY BE TRUE NOW!
NAH, THOSE ARE NO GOOD. NO HORSEPOWER, AND THEY BREAK DOWN SO EASILY
BUT WE HAVE CONFIDENCE IN OUR SERVICE!!
WE'D DEFINITELY LIKE YOU TO DISPLAY OUR DATSUNS HERE.
AND OUR PRIORITY WOULD BE TO SEE THAT YOU PROFIT!!

WHUMP
AN INDEPENDENTLY OPERATED USED CAR LOT...
BUT THE CARS ARE NICELY POLISHED.

KCHAK
WHAT A BIG DIFFERENCE FROM THE TRADING COMPANY'S TREATMENT

?
NO—

WANT A CAR?

WON'T YOU SELL THE DATSUN HERE?
I WOULDN'T LIE
IS THAT THE TRUTH?

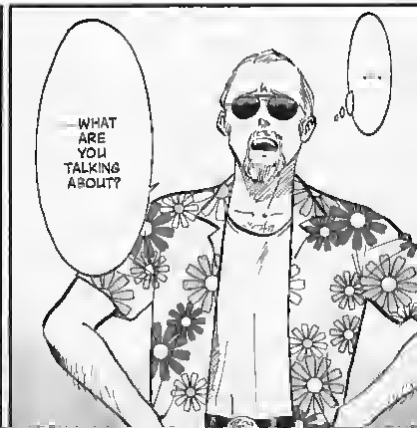
HEY...

YOU LIKE THAT CAR?

THEN WE'D PROFIT, ALSO—IT WOULD BE A PLUS FOR BOTH OUR BUSINESSES

LET'S GROW TOGETHER!!

THAT'S THE FIRST TIME I'VE HEARD THAT FROM A SALESMAN...
YOU'RE SAYING YOU'D PUT MY PROFITS BEFORE YOUR OWN?!
SCRATCH SCRATCH

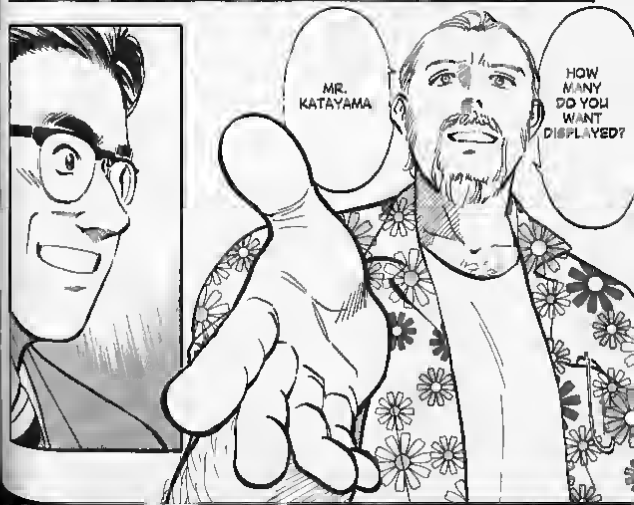

...
WHAT ARE YOU TALKING ABOUT?

AND ESTABLISHED A SYSTEM IN WHICH PARTS COULD BE QUICKLY DELIVERED TO THE DEALER WITHIN DAYS OF ORDERING.
HE THEN LAID IN STOCK ON SPARE PARTS.
KATAYAMA ESTABLISHED [redacted] ROUTES BY CONCENTRATING ON USED CAR DEALERS LOCATED ON THE OUTSKIRTS OF THE CITY.

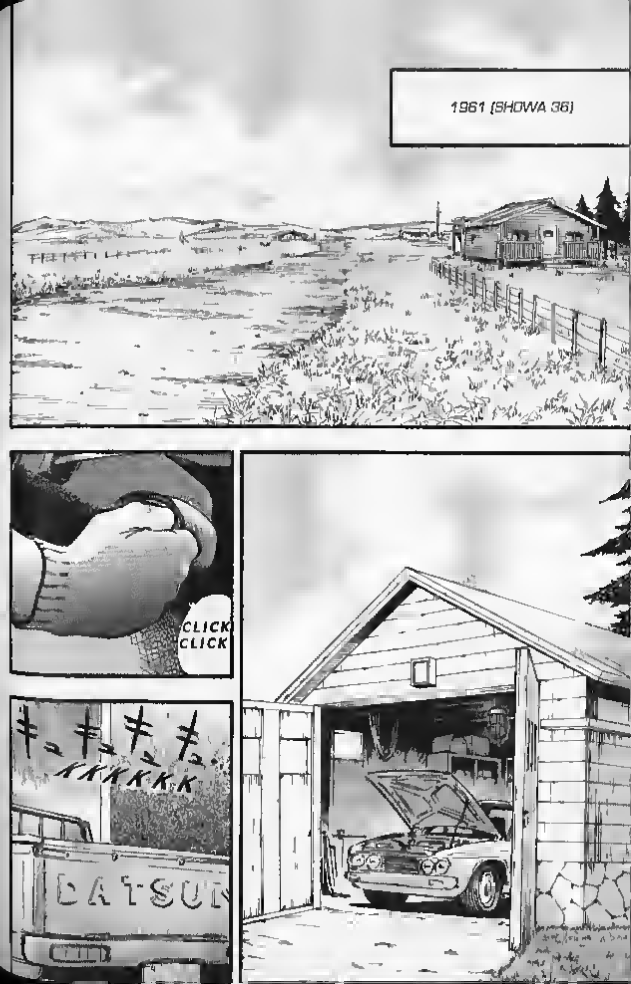
I LOVE THE DAT☆UN.
OF COURSE!!

ALL RIGHT.

A CAR IS LIKE A LIVING THING... IT CAN BE WOUNDED, IT CAN GET SICK...
BUT WE'VE GOT THE MEDICINE (PARTS)... NOW ALL WE NEED IS A "DOCTOR" WHO KNOWS THE DAT☆UN!


MR. KATAYAMA
HOW MANY DO YOU WANT DISPLAYED?

RRM
RRM
OH, IS IT FIXED ALREADY?!
VVOOM
VVOOM
YES
IT'S OK NOW
SERVICE ENGINEER MASATAKA USAMI THEN 35 YEARS OLD
HE'D BETTER BE, THAT'S WHAT HE CAME HERE F—
THUD
HMPH
THANK YOU, YOU'VE BEEN A BIG HELP


1961 (SHOWA 36)
CLICK CLICK
キュキュキュ…
イイイイイ
DATSUN

DATSUN
I'LL COME FLYING!
IF THERE'S ANYTHING ELSE, PLEASE CALL AGAIN.
DATSUN
...HEY
YES?
JUST A MINUTE, MR DATSUN!
OH!! GOOD IDEA
...FEEL HUNGRY

DATSUN
JAPA... I MEAN, NEW YORK.
BY THE WAY, WHERE DID YOU COME FROM?
THUD
THUD

New York!!

AH... WELL, IT'S MY JOB, SO...
WE ONLY CALLED IN FOR REPAIRS YESTERDAY!!
BUT THAT'S SO FAR.

GRADUALLY EARNED THE TRUST OF ITS USERS AS "A STURDY CAR, WITH RELIABLE SERVICE"
IN THIS WAY, THE "DATSUN" BRAND
DATSUN
NO MATTER HOW BROKEN, I'LL FIX IT RIGHT AWAY!
THIS WAS REFLECTED IN THE INCREASED NUMBER OF VEHICLES SOLD
KEEP ON SELLING THEM, MR KATAYAMA!!

CARE TO JOIN US FOR BREAK-FAST?
HE CRISSCROSSED THE ENTIRE BREADTH OF THE VAST COUNTRY PROVIDING AFTERCARE AS A SERVICE ENGINEER
ACKNOW LEDGED FOR HIS SKILLFUL ENGLISH AND MECHANICAL EXPERTISE. USAMI HAD BEEN SENT TO AMERICA

THAT'S RIGHT!! TO CHALLENGE THE WORLD, IT'S GOTTA BE A JAPANESE ORIGINAL!
LIKE A JAPANESE SWORD
MATSUO AND YOSHIDA ABSORBED THEMSELVES IN MAKING LIFE-SIZED CLAY MODELS ACCORDING TO THEIR OWN ORIGINAL CONCEPTS
WITHOUT ANY REAL PRODUCTION PLANS FROM THE DEVELOPMENT DIVISION
A SPORTS CAR LIKE THAT IS SURE TO BE POPULAR!!
BUT ONE THAT CAN BE USED FOR TRAVELING AND SHOPPING, AS WELL AS RACING AND NOT TOO HIGH-PRICED.
A CAR THAT'S NOT JUST GOOD LOOKS AND HIGH-PERFORMANCE.

1965 (SHOWA 40)
WHAT DO YOU THINK OF THIS LINE, YOSHIDA?!
YES
SHARP-EDGED LIKE IT COULD MAKE A NICE, CLEAN CUT, HUH?!

WHAT NOW? AM I GONNA GET SCOLDED BY SOME SUPERIOR AGAIN?
HUH
PLEASE, COME IN
THIS IS PRESIDENT KATAYAMA OF NISSAN USA
!
SO YOU'RE MR. MATSUO
TAP

CHASING AFTER THIS IMAGE, THE TWO MEN SPENT THEIR DAYS ON RESEARCH, CONDUCTING IN-HOUSE TEST-DRIVES OF A SPORTS CAR THAT HAD BEEN PURCHASED FOR REFERENCE
A SPORTS CAR THAT WOULD BE ACCEPTED WORLDWIDE
CAN I COME IN, MATSUO?
THEN ONE DAY...
KNOCK
THERE'S SOMEONE WHO'D LIKE TO SEE YOU
DIRECTOR HARA?!

Chapter 4
Project Z

THIS DAY
THE TWO INDEPENDENTLY TURNING GEARS WHICH HAD BEEN SEPARATED BY THE PACIFIC OCEAN FINALLY CONVERGED
THE TIME HAD COME!!

OH!!
WE'RE REALLY STILL FEELING OUR WAY AROUND IN THE DEVELOPMENT STAGE, BUT...
THIS IS VERY GOOD, MR MATSUO!!
THIS IS GOOD—
YEAH!!
Y...YOU THINK SO?!

WON'T YOU SHOW ME THE SPORTS CAR YOU'VE MADE?
UH—

THIS SPORTS CAR WILL DEFINITELY BECOME A SYMBOL OF NISSAN'S - DATSUN'S - BRAND IMAGE!
JAPAN IS A SMALL COUNTRY, LIMITED IN NATURAL RESOURCES. WHAT IT NEEDS TO COMPETE IN THE WORLD ARE IDEAS AND DESIGN SENSE.
TOGETHER, LET'S MAKE A CAR THAT WILL BE REVERED THROUGHOUT THE WORLD!

MOST OF THE CARS ARE USED AUTOS THAT HAVE BEEN MODIFIED ON A VERY LOW BUDGET
I'VE SEEN MANY SANDLOT RACES IN AMERICA, BUT...
THAT MEANS IF WE CAN MAKE THIS CAR A REALITY...
YEAH!! I'LL FIND A WAY TO SELL IT!
BUT A PORSCHE OR A JAGUAR IS TOO EXPENSIVE AND OUT OF THEIR REACH.
AFTER SPEAKING TO THE DRIVERS, I LEARNED THAT THEY WOULD ALL LOVE TO HAVE A SPORTS CAR...
!!

THE TWO GEARS SPARKED AS THEY FINALLY CONNECTED!!

AFTER BECOMING PRESIDENT OF NISSAN USA, KATAYAMA HAD SUBMITTED THE FOLLOWING WRITTEN REQUEST TO THE HOME OFFICE

NO ONE ELSE IN THE COMPANY HAS SPOKEN LIKE THIS BEFORE...

THIS MAN IS DIFFERENT

I'LL MAKE A GREAT CAR, I PROMISE YOU!

YES!

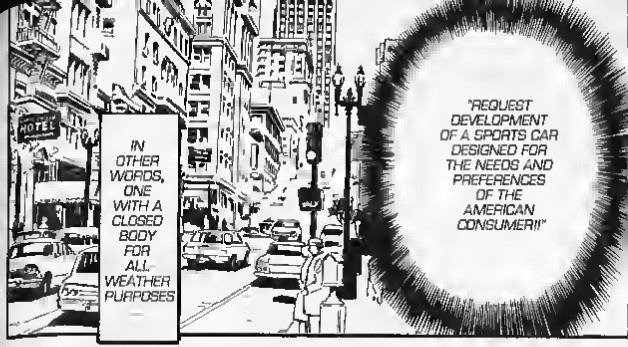
MR. MATSUO
A FEW DAYS AFTER KATAYAMA RETURNED TO AMERICA

THERE'S A PACKAGE FROM MR. KATAYAMA.
HUH?

!

RIP...

A PACKAGE ?!


HOTEL
IN OTHER WORDS, ONE WITH A CLOSED BODY FOR ALL WEATHER PURPOSES
"REQUEST DEVELOPMENT OF A SPORTS CAR DESIGNED FOR THE NEEDS AND PREFERENCES OF THE AMERICAN CONSUMER!!!"

AND ABOVE ALL, A BODY DESIGN THAT WOULD APPEAL TO ALL WHO SAW IT
SUPERIOR SUSPENSION FOR A SMOOTH RIDE ENGINE AND BRAKES THAT COULD WITHSTAND HIGH SPEEDS
AN INTERIOR WITH SPACIOUS TRUNK ROOM FOR LONG-DISTANCE TRAVEL

PLEASE LOOK FORWARD TO IT
DO YOUR BEST.
YUTAKA KATAYAMA
MATSUO'S LITTLE DESIGN DIVISION REDOUBLED ITS ENERGY, KNOWING THEY HAD A POWERFUL ALLY IN AMERICA
ALTHOUGH BUSINESS MANAGEMENT HAD NOT YET FORMALLY ACKNOWLEDGED THE PROJECT,
THE CODE NAME FOR THIS DEVELOPMENT PROJECT -
KATAYAMA'S HOPES AND MATSUO'S IDEALS GRADUALLY BEGAN TO TAKE SHAPE
THE NUMBER OF FULL-SIZED CLAY MODELS EXCEEDED TWENTY

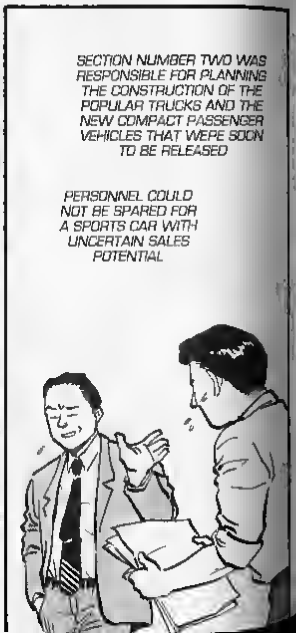
THE Z ENSIGN!!
THIS IS.
?!
IT WAS A REPLICA OF THE SAME Z ENSIGN GIVEN TO KATAYAMA BY HIS BROTHER THE DAY OF HIS TRANSFER TO AMERICA
I UNDERSTAND, MR KATAYAMA
THE Z-CAR

THIS LOW HEIGHT IS CENTRAL TO THE Z'S DESIGN!
I CAN'T RAISE THE HEIGHT TO 1300 MILLIMETERS IT'S IMPOSSIBLE!
BUT IT'S YOUR JOB AS THE MODELER TO FIND A WAY AROUND THAT!
IF I RAISE THE ROOFLINE A WHOLE 100 MILLIMETERS, THE ENTIRE BALANCE OF THE CAR WILL BE RUINED!
I DON'T CARE WHAT YOU SAY - THE ANSWER IS NO!
IF NO ONE CAN GET IN TO DRIVE IT, IT CAN'T BE CALLED A CAR!

Z
AS THE LAST LETTER OF THE ALPHABET, "Z" SYMBOLIZES "CLIMAX" OR THE "ULTIMATE"
PROJECT Z
BUT JUST AS THE Z'S EXTERIOR DESIGN WAS BECOMING FINALIZED
BUT I'M TELLING YOU, A PERSON WON'T FIT IN THERE!!
NUMBER THREE VEHICLE CONSTRUCTION PLAN DIVISION GENERAL MANAGER HISASHI UEMURA
A LOW CAB HEIGHT OF 1200 MILLIMETERS DOESN'T PROVIDE ENOUGH HEAD ROOM FOR AN AMERICAN

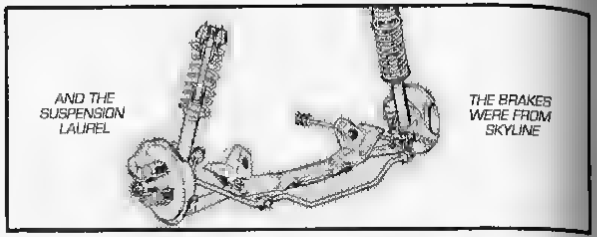
HOWEVER, AT THE TIME THE CONSTRUCTION PLAN DIVISION WAS SPLIT INTO THREE SECTIONS, NUMBER ONE BEING FOR THE MASS-PRODUCED PASSENGER VEHICLES
IN ORDER TO DO THIS, ASSISTANCE FROM THE CONSTRUCTION PLAN DIVISION WAS VITAL

IT WAS THEN THAT UEMURA'S NUMBER THREE VEHICLE CONSTRUCTION PLAN DIVISION STEPPED UP


SECTION NUMBER TWO WAS RESPONSIBLE FOR PLANNING THE CONSTRUCTION OF THE POPULAR TRUCKS AND THE NEW COMPACT PASSENGER VEHICLES THAT WERE SOON TO BE RELEASED
PERSONNEL COULD NOT BE SPARED FOR A SPORTS CAR WITH UNCERTAIN SALES POTENTIAL

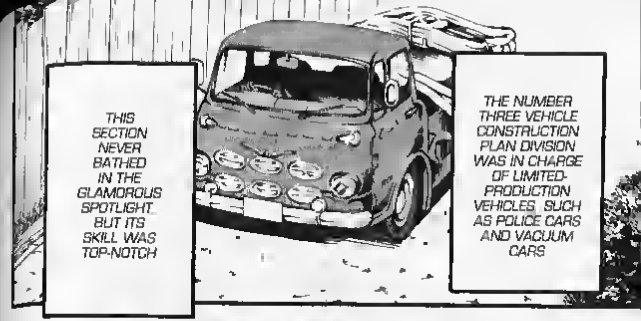
YOU'LL HAVE TO DO SOMETHING ABOUT IT IN CONSTRUCTION PLANNING.
I'M NOT A MAGICIAN

I'D LIKE TO PRESERVE IT IF I COULD
THERE'S NO DENYING THE LOW HEIGHT'S APPEAL...
AND FUEL TANK MUST BE MADE TO FIT IN A GIVEN SPACE
TO BUILD AN ACTUAL RUNNING CAR MANY COMPONENTS SUCH AS THE ENGINE SEAT

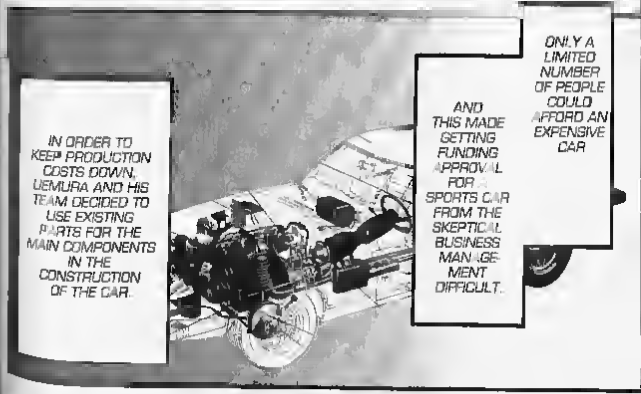

AND THE SUSPENSION LAUREL
THE BRAKES WERE FROM SKYLINE

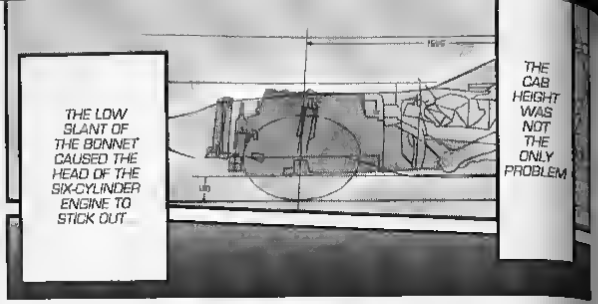
THE Z IS NOT AIMED ONLY AT CAR FANATICS
THERE'S NO POINT IF IT LACKS UTILITY, RIGHT?

FOR THE ENGINE THEY DECIDED TO USE THE BLUEBIRD'S FOUR-CYLINDER MODIFIED INTO A SIX-CYLINDER


THIS SECTION NEVER BATHED IN THE GLAMOROUS SPOTLIGHT BUT ITS SKILL WAS TOP-NOTCH
THE NUMBER THREE VEHICLE CONSTRUCTION PLAN DIVISION WAS IN CHARGE OF LIMITED-PRODUCTION VEHICLES SUCH AS POLICE CARS AND VACUUM CARS

I'D LIKE TO KEEP THE PRICE LOW SO THAT AS MANY PEOPLE AS POSSIBLE WILL BE ABLE TO RIDE IT
THE SPORTS CAR IS EVERYONE'S DREAM CAR


IN ORDER TO KEEP PRODUCTION COSTS DOWN, UEMURA AND HIS TEAM DECIDED TO USE EXISTING PARTS FOR THE MAIN COMPONENTS IN THE CONSTRUCTION OF THE CAR.
AND THIS MADE GETTING FUNDING APPROVAL FOR A SPORTS CAR FROM THE SKEPTICAL BUSINESS MANAGEMENT DIFFICULT.
ONLY A LIMITED NUMBER OF PEOPLE COULD AFFORD AN EXPENSIVE CAR



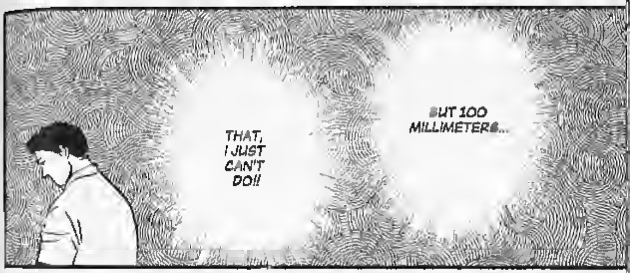
*BILIKEN: AN IMAGE OF AN AMERICAN GOD OF FORTUNE. HAD A POINTED HEAD.

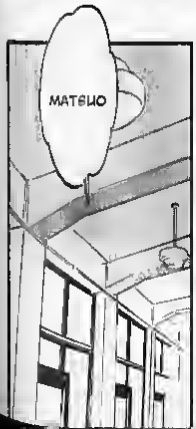
!

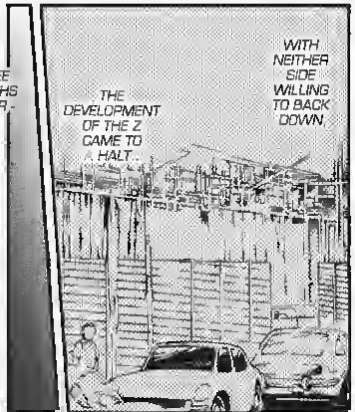
AT THIS POINT, IT WAS JUST OBSTINACY
I'M NOT RAISING IT

?
WHAT'S THAT?
WILL YOU... TAKE A LOOK AT THIS?

OF COURSE I KNOW THAT UTILITY IS IMPORTANT, TOO
HMPH.


THAT, I JUST CAN'T DO!!
BUT 100 MILLIMETERS...


MATSUO


THREE MONTHS LATER...
THE DEVELOPMENT OF THE Z CAME TO HALT.
WITH NEITHER SIDE WILLING TO BACK DOWN.

RAISE THE CAB ANOTHER 80 MILLIMETERS!
WE'LL TAKE CARE OF THE OTHER 40 MILLIMETERS IN CONSTRUCTION PLANNING.
PLEASE!!

LET'S WORK IT OUT TOGETHER!!

I UNDER-STAND

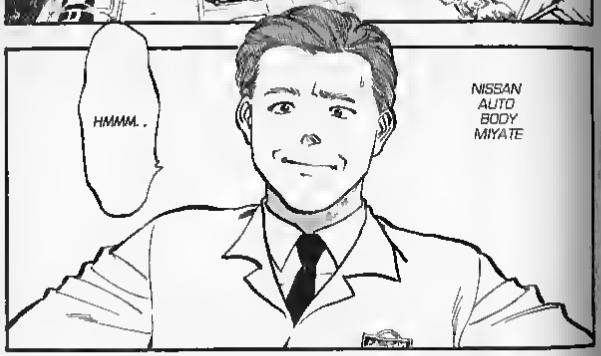
THE AVERAGE HEIGHT TAKEN FROM THIS DATA SHOWS THAT IF WE CAN RAISE THE CAB HEIGHT ANOTHER 80 MILLIMETERS...
THE INTERIOR SPACE WILL BE ENOUGH TO ACCOMMODATE 97% OF ALL AMERICANS!!

THIS IS DATA ON THE HEIGHT OF 15,000 MEMBERS OF THE AMERICAN AIR FORCE.

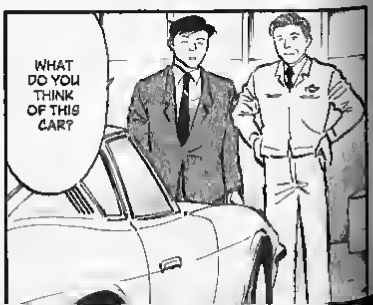
MATSUO

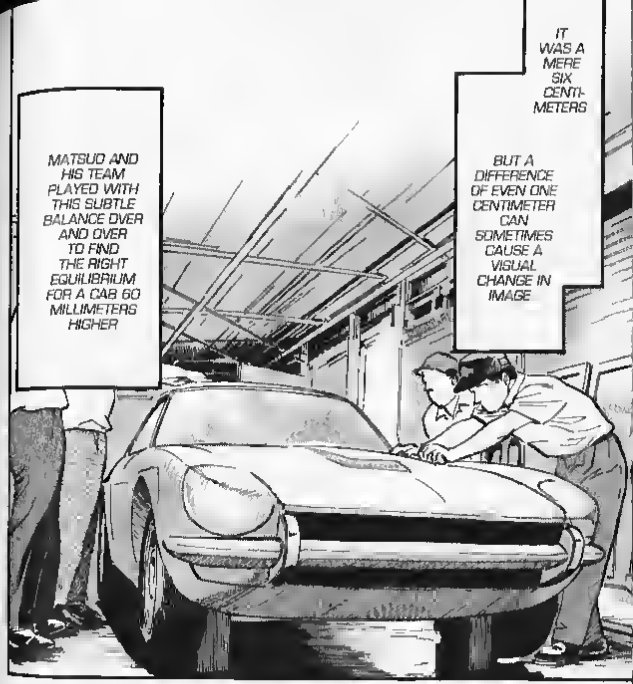
JUST TO GET THIS CAR OUT INTO THE WORLD!
HE DID THIS MUCH RESEARCH

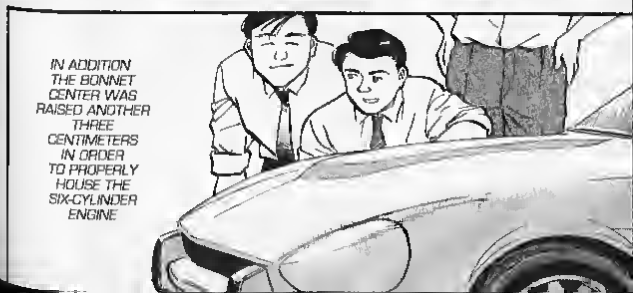
NOW ALL THAT WAS LEFT WAS THE ACTUAL CONSTRUC-TION
SUPERIOR DESIGN AND THE CONSTRUC-TION PLANS TO GO WITH IT -


HMMM. .
NISSAN AUTO BODY MIYATE

AHHH


WHAT DO YOU THINK OF THIS CAR?


MATSUO AND HIS TEAM PLAYED WITH THIS SUBTLE BALANCE OVER AND OVER TO FIND THE RIGHT EQUILIBRIUM FOR A CAR 60 MILLIMETERS HIGHER
IT WAS A MERE SIX CENTI-METERS
BUT A DIFFERENCE OF EVEN ONE CENTIMETER CAN SOMETIMES CAUSE A VISUAL CHANGE IN IMAGE

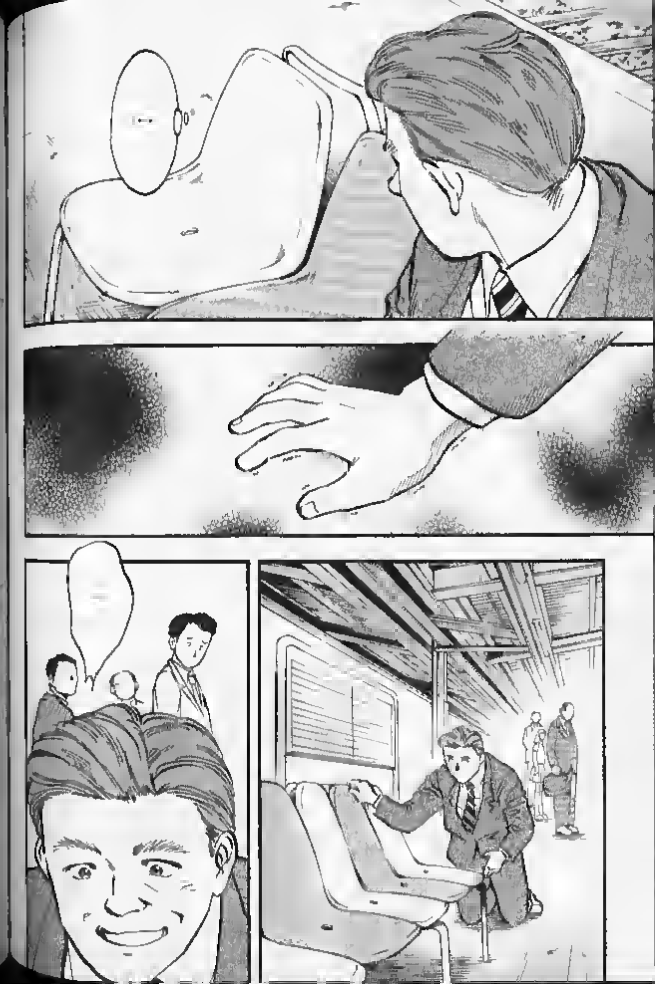

IN ADDITION THE BONNET CENTER WAS RAISED ANOTHER THREE CENTIMETERS IN ORDER TO PROPERLY HOUSE THE SIX-CYLINDER ENGINE

IT'S NO GOOD!! IT BROKE AGAIN
CLANK
THE ZS DISTINCTIVE HEADLIGHT CASING WAS DIFFICULT TO MANUFACTURE USING THE METHODS AVAILABLE AT THE TIME
BUT IF WE USE A MOLD TO CAST IT, IT'LL BE TOO HEAVY
WITH A TENSION THIS HIGH, THE PRESS IS NO GOOD.
WHAT SHOULD WE DO--?
WE COULD SPLIT IT AND PRESS THE PARTS SEPARATELY, BUT THEN THE COST OF ASSEMBLY WILL PILE UP--
PLASTIC ISN'T STRONG ENOUGH.

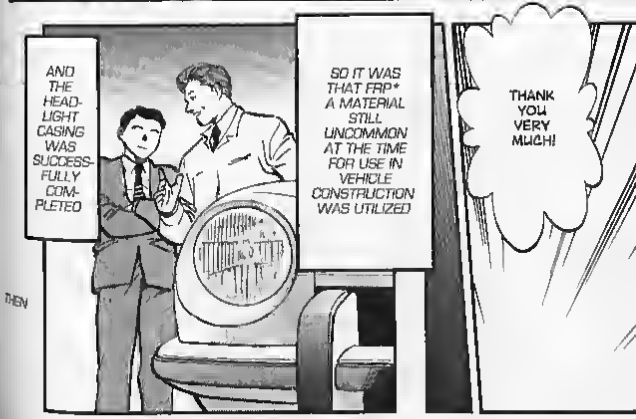
THIS PART HERE-- IT'LL BE TOUGH
WE IMAGINED SOME SORT OF PLASTIC COULD BE USED
YES, WELL. I'LL TRY A COUPLE OF THINGS

THE CONFIDENCE WAS THERE
BUT THE MANU FACTURING PROBLEM FOR THIS SINGLE PART COULD NOT BE SOLVED
HMM .
DOES SUCH AN IDEAL MATERIAL EXIST ..?
AS WELL AS BEING LOW-COST AND EASY TO APPLY COLOR TO..
SOMETHING LIGHT AND STRONG.. THAT CAN BE MOLDED INTO ANY SHAPE..

MAIN PRODUCTION CONSISTED OF THESE TYPES OF BUSINESS VEHICLES THEY DID NOT DEAL WITH THE MASS-PRODUCTION PASSENGER CARS..
A SUBSIDIARY OF NISSAN NISSAN AUTO BODY MAINLY DEALT WITH THE CONVERSION OF ALREADY EXISTING VEHICLES INTO TRUCKS AND LIGHT VANS.
BUT WHEN IT CAME TO THE MANU-FACTURE OF LIMITED-PRODUC-TION VEHICLES THEY WERE EXPERTS
THE SPORTS CAR IS AN AUTO MAKER'S STAR VEHICLE..
I'D LIKE TO SUCCEED IN THIS, WHATEVER IT TAKES..
WE CAN MAKE A CAR FROM SCRATCH, TOO, IF WE TRY!!

THE KOTOBUKI CORPORATION
THIS IS IT!!
WE CAN MAKE THIS QUITE EASILY
OH YES
OH, AT OUTDOOR BALLPARKS AND SUCH, OUR BENCHES ARE KICKED AND STOOD ON...
HA HA HA
BUT... ON A CAR IT WILL BE SUBJECT TO EXTREME CONDITIONS SUCH AS VIBRATION AND TEMPERATURE CHANGES—
!!


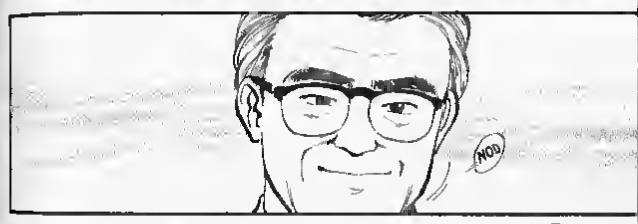
1967 (SHOWA 42) NOVEMBER
AT A PRESENTATION MEETING WITH KATAYAMA PRESENT AS HEAD OF THE MAIN MARKET IN NORTH AMERICA
THE TIME FOR UNVEILING THE NEW SPORTS CAR TO UPPER MANAGEMENT FINALLY ARRIVED
NISSAN PRESIDENT KATSUJI KAWAMATA
YOU CAN BEGIN


THEN
AND THE HEAD-LIGHT CASING WAS SUCCESS-FULLY COM-PLETED
SO IT WAS THAT FRP* A MATERIAL STILL UNCOMMON AT THE TIME FOR USE IN VEHICLE CONSTRUCTION WAS UTILIZED
THANK YOU VERY MUCH!

*FRP=FIBERGLASS REINFORCED PLASTIC. BESIDES BENCHES ALSO USED FOR BATHTUBS.

NEXT, WE HAVE HERE.
GRIP

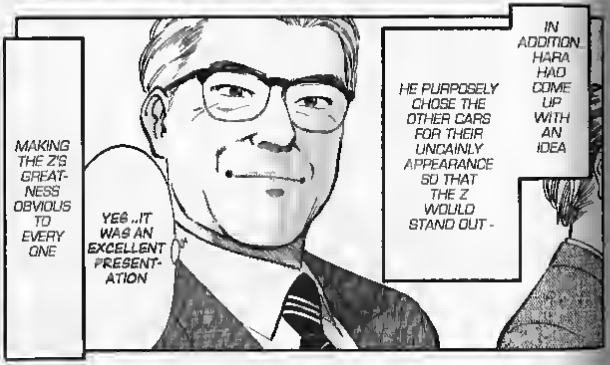
GLANCE
THEN I WILL BEGIN EXPLANATION OF THE FEATURES ON OUR BRAND NEW CARS FOR EXPORT TO AMERICA


NOD

A MODEL WITH THE DOMESTICALLY POPULAR SILVIA AS ITS BASE, WITH AN UPGRADED LEVEL OF SPECIALTY...
FIRST, WE HAVE HERE...

OH!!
THIS IS IT! THIS IS GOOD!!
THIS IS A MUST-BUY!!
WHOOSH

IT WENT WELL.
IN ACTUALITY, KATAYAMA HAD FULL KNOWLEDGE OF THE CAR BEFOREHAND, HAVING ALREADY WITNESSED THE PROGRESS OF THE Z UPON HIS RETURN TO JAPAN


MAKING THE Z'S GREAT-NESS OBVIOUS TO EVERY ONE
YES ..IT WAS AN EXCELLENT PRESENT-ATION
HE PURPOSELY CHOSE THE OTHER CARS FOR THEIR UNCANNY APPEARANCE SO THAT THE Z WOULD STAND OUT -
IN ADDITION HARA HAD COME UP WITH AN IDEA

AND BEGAN TO GATHER SPEED!!
THE PLANS OF ALL THOSE INVOLVED MESHED TOGETHER WITH ABSOLUTE PRECISION

PRESIDENT WHAT DO YOU THINK?

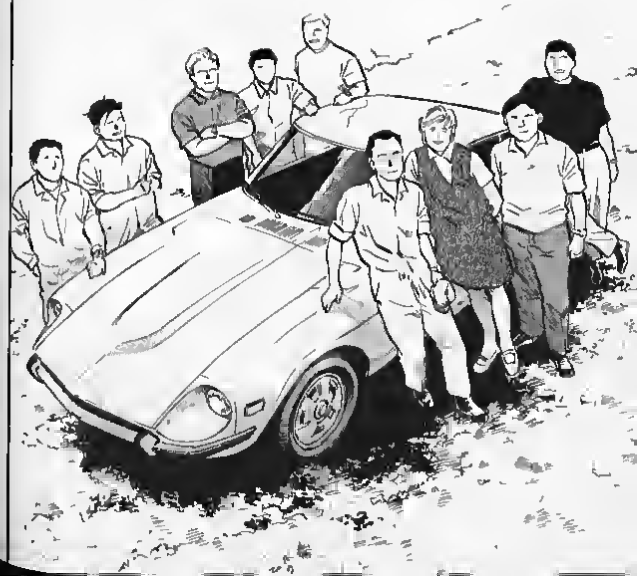
IT'S GOOD.

PRODUCTION OF THE Z WAS OFFICIAL.
WITH THIS ONE SHORT PHRASE IT WAS DETERMINED.....

Chapter 5
Fruition

HOWEVER

ALTHOUGH THE WHEELS HAD FINALLY BEGUN TO MOVE THERE WAS ONE LAST OBSTACLE AWAITING THE Z



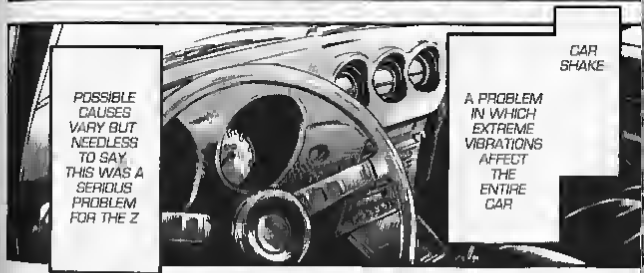
THE Z WAS NOW UNDERGOING THIS BAPTISM
R
RR
R
R
PUTTING THE CAR THROUGH ITS "FINAL WRAP" RIGOROUS CONDITIONS OF ACTUAL USE THAT COULD NOT BE REPLICATED ON A TEST COURSE
BEFORE RELEASING A NEW MODEL FOR SALE AUTO MAKERS NOT ONLY PUT THEIR CAR THROUGH A TEST COURSE BUT ALSO CONDUCT TEST-DRIVES ON ACTUAL ROADS
ARIZONA U S A

EVERY-THING'S FINE UP TO 70 MPH*
IT'S NOT A LACK OF TIRE PRESSURE, EITHER.
*70 MILES PER HOUR • APPROXIMATELY 112 KM PER HOUR 1 MILE = 1.6KM
IT'S CAR SHAKE.
RIGHT AROUND THE 80 MPH MARK, THE PROBLEM AFFECTS THE ENTIRE CAR—
AND ONCE YOU GET ABOVE 90 MPH, IT'S HARDLY NOTICEABLE, BUT...

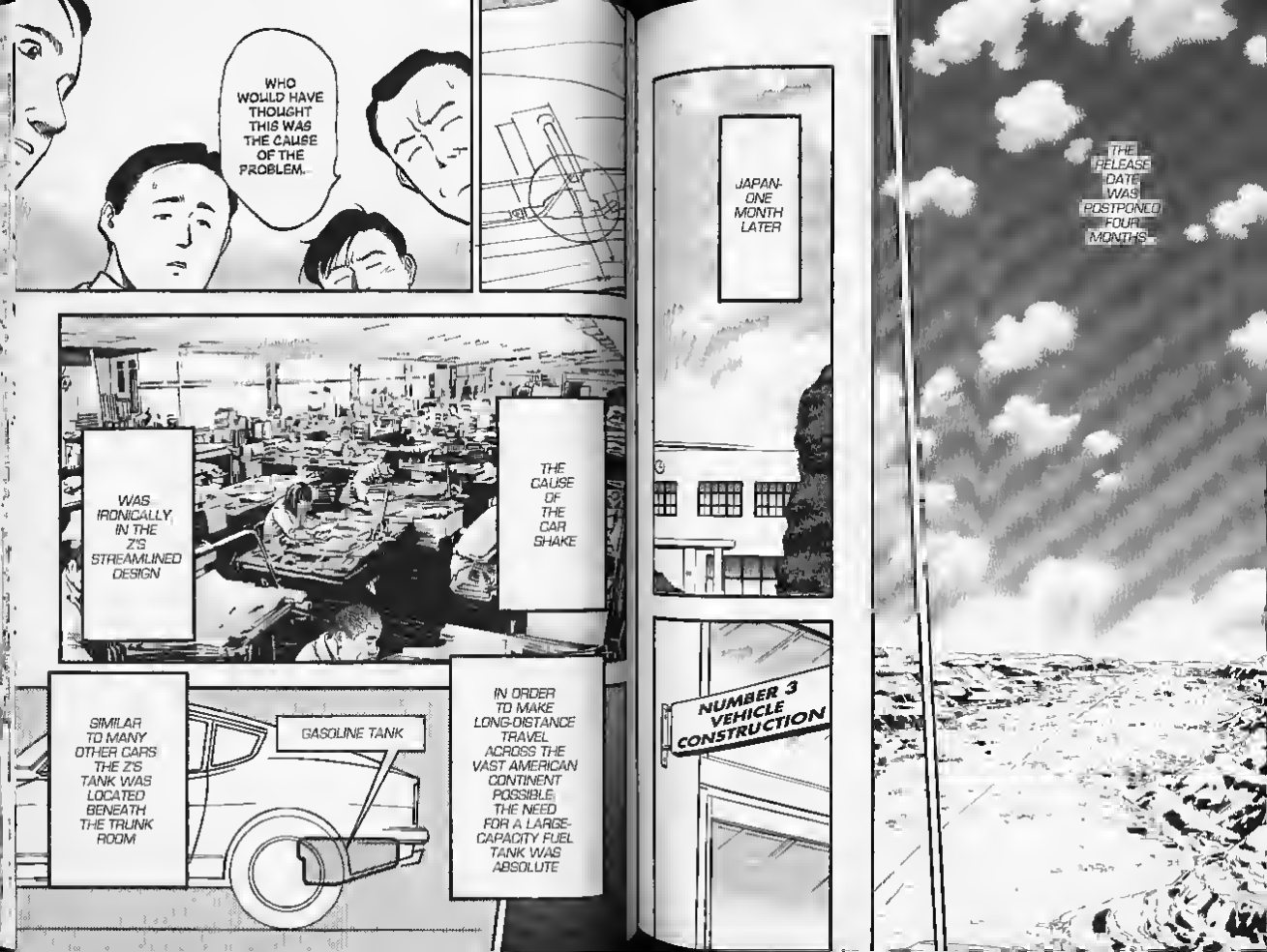
HOW WAS IT?
CHK
ZSHH...
RRM
オーン

CAR SHAKE WAS NOT THE ONLY PROBLEM
I CAN'T GO BACK TO JAPAN WITHOUT DETERMINING THE CAUSE.
CRACKED UNDER THE WEIGHT OF AN AMERICAN STAFF MEMBER
THE HEADLIGHT HOUSING, WHICH HAD BEEN THOUGHT TO BE OF SUFFICIENT STRENGTH

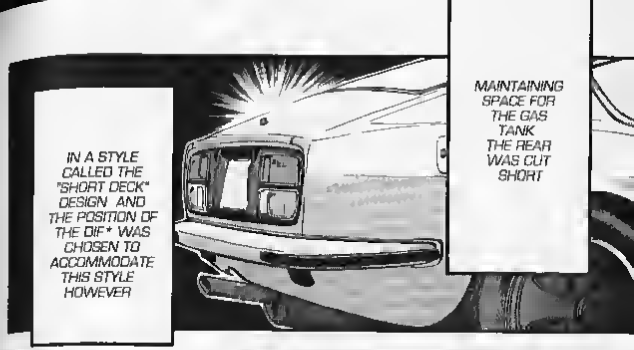
CAR SHAKE!

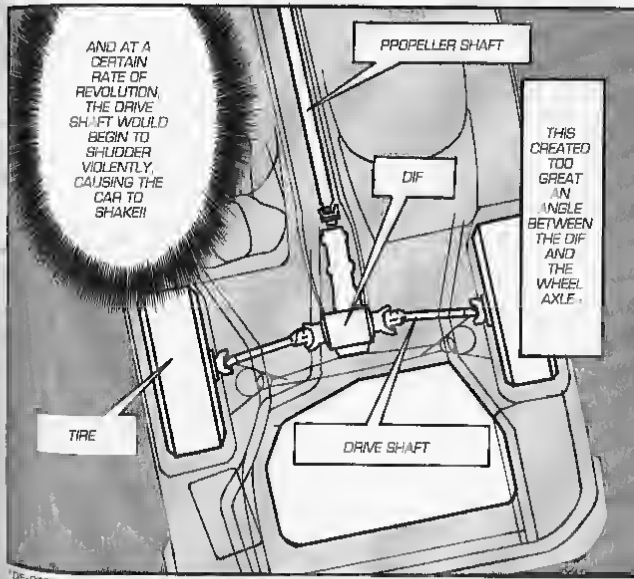

POSSIBLE CAUSES VARY BUT NEEDLESS TO SAY, THIS WAS A SERIOUS PROBLEM FOR THE Z
CAR SHAKE
A PROBLEM IN WHICH EXTREME VIBRATIONS AFFECT THE ENTIRE CAR

I'LL STAY BEHIND HERE IN AMERICA.
AND THERE'S ONLY TWO MONTHS BEFORE THE CAR GOES ON SALE.


WHO WOULD HAVE THOUGHT THIS WAS THE CAUSE OF THE PROBLEM...
JAPAN- ONE MONTH LATER
THE RELEASE DATE WAS POSTPONED FOUR MONTHS...
WAS IRONICALLY IN THE Z'S STREAMLINED DESIGN
THE CAUSE OF THE CAR SHAKE
NUMBER 3 VEHICLE CONSTRUCTION
SIMILAR TO MANY OTHER CARS THE Z'S TANK WAS LOCATED BENEATH THE TRUNK ROOM
GASOLINE TANK
IN ORDER TO MAKE LONG-DISTANCE TRAVEL ACROSS THE VAST AMERICAN CONTINENT POSSIBLE, THE NEED FOR A LARGE-CAPACITY FUEL TANK WAS ABSOLUTE

IF WE MOVE THE DIFFERENTIAL BACK, A COLLISION MIGHT CAUSE IT TO COME INTO CONTACT WITH THE TANK, RESULTING IN A FUEL LEAK.
NO..
SHALL WE EXTEND THE PROPELLER SHAFT AND MOVE THE DIF FURTHER BACK?
BUT THEN YOU WON'T BE ABLE TO DRIVE LONG-DISTANCE.
THEN LET'S JUST MAKE THE TANK SMALLER
THE PROBLEM WOULD BE SOLVED IF WE JUST EXTENDED THE REAR OUT AND MOVED THE TANK BACK, DIF AND ALL, BUT....
YAK
YAK

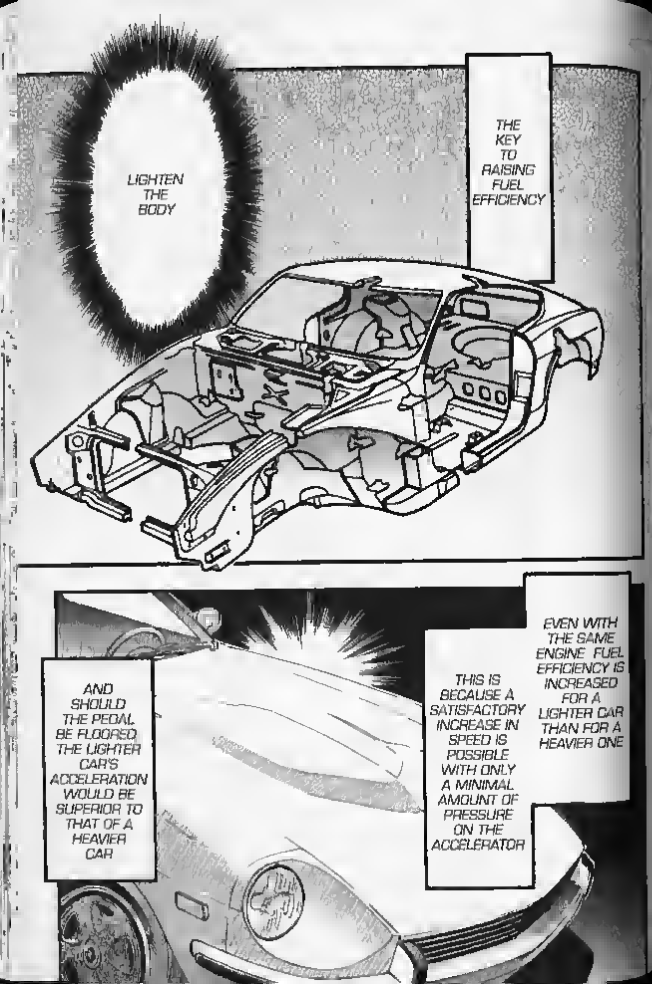

IN A STYLE CALLED THE "SHORT DECK" DESIGN AND THE POSITION OF THE DIF* WAS CHOSEN TO ACCOMMODATE THIS STYLE HOWEVER
MAINTAINING SPACE FOR THE GAS TANK THE REAR WAS CUT SHORT


AND AT A CERTAIN RATE OF REVOLUTION, THE DRIVE SHAFT WOULD BEGIN TO SHUDDER VIOLENTLY, CAUSING THE CAR TO SHAKE!!
PROPELLER SHAFT
DIF
THIS CREATED TOO GREAT AN ANGLE BETWEEN THE DIF AND THE WHEEL AXLE.
TIRE
DRIVE SHAFT

*DIF=DIFFERENTIAL GEAR. PERMITS DIFFERENCE IN SPEED BETWEEN INNER AND OUTER WHEELS WHILE CORNERING) AND DISTRIBUTES POWER TO THE LEFT AND RIGHT WHEEL AXLES

I SEE
THAT IS A PROBLEM.
YES...I WAS WONDERING IF YOU MIGHT HAVE ANY IDEAS...
WHAT TO DO...
WE'D JUST HAVE TO IMPROVE FUEL EFFICIENCY, RIGHT?
IN OTHER WORDS, IN ORDER TO BE ABLE TO TRAVEL THE SAME DISTANCE WITH A SMALLER FUEL TANK...
LET'S SEE...

NO..
I'VE ALREADY ASKED A LOT OF MATSUO.
THE SHORT DECK IS ESSENTIAL TO THE Z...
I DON'T WANT TO CHANGE IT.


LIGHTEN THE BODY
THE KEY TO RAISING FUEL EFFICIENCY
AND SHOULD THE PEDAL BE FLOORED, THE LIGHTER CAR'S ACCELERATION WOULD BE SUPERIOR TO THAT OF A HEAVIER CAR
THIS IS BECAUSE A SATISFACTORY INCREASE IN SPEED IS POSSIBLE WITH ONLY A MINIMAL AMOUNT OF PRESSURE ON THE ACCELERATOR
EVEN WITH THE SAME ENGINE, FUEL EFFICIENCY IS INCREASED FOR A LIGHTER CAR THAN FOR A HEAVIER ONE

ASIDE FROM THE ENGINE
NO THERE ARE OTHER WAYS
BUT IF WE DO THAT WITH THE ENGINE, THE TORQUE WILL THIN OUT

?

I'LL DO SOMETHING LEAVE IT TO ME

OH!!

CONVERSELY THE DURABILITY OF THE MATERIAL USED FOR THE HEADLIGHT CASING THAT HAD CRACKED WAS INCREASED TO CONTAIN DOUBLE THE FIBERS FOR STRENGTH
EVERYTHING DOWN TO THE SHAPE AND THICKNESS OF A SCREW WAS REEXAMINED
THE ENDEAVOR TO DECREASE THE WEIGHT OF THE CAR APPLIED NOT ONLY TO ITS BODY
YES!!
HAVING SHED AN ENTIRE 50 KILOS OF WEIGHT THE Z CROSSED THE SEA ONCE AGAIN
DATSUN

FURTHERMORE BRAKING DISTANCE WOULD BE DECREASED FOR A LIGHTER CAR PROVIDING SUPERIOR HANDLING WHILE CORNERING
LIGHTNESS IN WEIGHT IS THE SPORTS CAR'S ULTIMATE WEAPON
BUT THIS SOLUTION WAS NOT WITHOUT ITS SHARE OF PROBLEMS
T-H WAP
WE'LL HOLLOW OUT THE BODY, SELECTING AREAS THAT WILL BE LEAST INFLUENCED BY THE CHANGES
WITHOUT COMPROMISING SAFETY, WITHOUT REDUCING THE RESILIENCE OF NECESSARY PARTS,
JUST RANDOMLY TAKING OFF WEIGHT WILL AFFECT THE DRIVING ADVERSELY

AND ANY CAR SHAKE WAS COMPLETELY GONE
FUEL EFFICIENCY WAS EQUAL TO THAT OF A CAR ONE CLASS UNDER..
R
TO THE -20°C BELOW-FREEZING CANADIAN TUNDRA
FROM THE MEXICAN BORDER WITH BURNING TEMPERATURES IN EXCESS OF 40°C
R
R
R
THE Z IS A TRUE SPORTS CAR!
THE MORE I DRIVE, THE MORE FUN IT IS..
ACCELERATION-BRAKING-- BOTH PERFORM ADMIRABLY
OK!!

O OH NO!
DUK DDUK DUK
ZSSH...
SHIIIZ

BUT...

PERHAPS IT ONLY SEEMS LIKE A WONDERFUL CAR BECAUSE I'M LOOKING THROUGH THE BIASED EYES OF A PARENT...
ROAR
WILL THE Z REALLY BE ACCEPTED IN AMERICA...?
?!
OOO

SO THIS IS A DATSUN!!
OH!!
DATSUN
HM!
UMM...
I SEE.
HO.
HMM.

IN AMERICA, FLAGRANT TRAFFIC VIOLATIONS COULD RESULT IN IMMEDIATE ARREST
SPEEDING. HOW MANY MILES WAS I OVER?!
YOU WERE DOING 15 MILES OVER THE LIMIT
HMM. WHICH COMPANY?
NO... I'M JAPANESE I WAS DOING A TEST DRIVE OF THIS CAR SOON TO BE SOLD IN AMERICA
YOU CHINESE? WHY WERE YOU GOING SO FAST?
I'M SORRY... I WAS JUST...

HUH?
WELL... KEEP YOUR TEST DRIVES TO ROADS WITH LESS TRAFFIC
VRRM
WHEN IT COMES OUT, I'LL BUY ONE TOO.
LAPD
POLICE
UM...
THAT CAR

LAPD
HUH?!
SO?
HOW MUCH YOU GONNA SELL THIS FOR?
REALLY?! THAT'S HALF THE PRICE OF A PORSCHE!!
WELL, THE PLANNED PRICE IS 3,800 DOLLARS, BUT...
IT REALLY IS A WONDERFUL SPORTS CAR!
IT'S NOT ONLY LOW-PRICED

THE DATSUN 240Z FINALLY MADE ITS DEBUT ALL ACROSS AMERICA

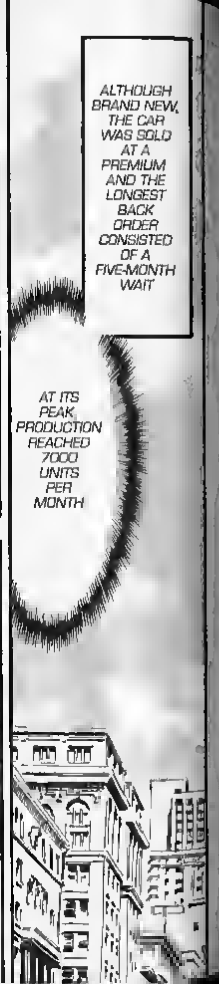
VRRRM

THEN, IN JAPAN A BELATED FOUR MONTHS LATER IN MARCH 1970 (SHOWA 45)

YES. PLEASE DO!!

THIS IS IT. THIS IS THE CAR I WAS WAITING FOR.

THIS IS A DATSUN!

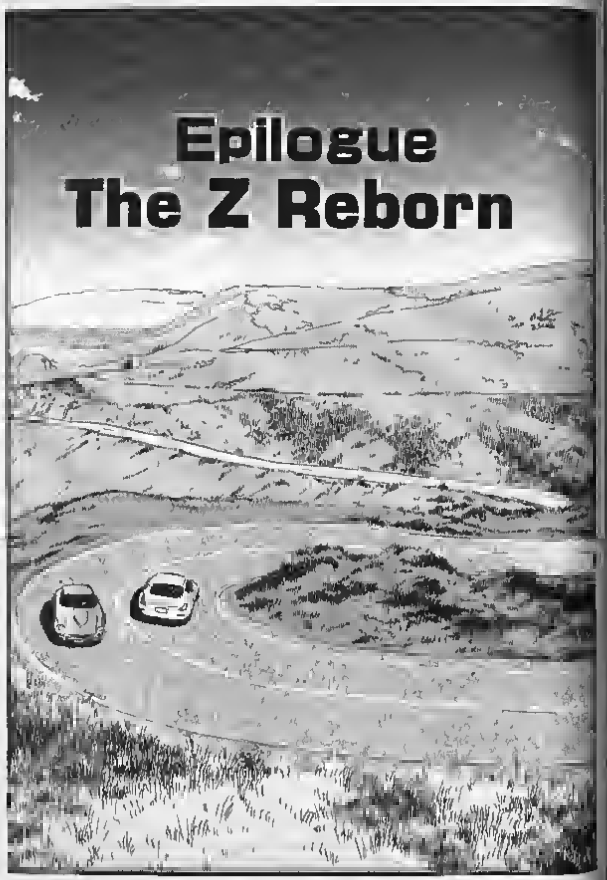

ALTHOUGH BRAND NEW, THE CAR WAS SOLD AT A PREMIUM AND THE LONGEST BACK ORDER CONSISTED OF A FIVE-MONTH WAIT
AT ITS PEAK, PRODUCTION REACHED 7000 UNITS PER MONTH

DATSUN
PRODUCT OF NISSAN
KATAYAMA CAME UP WITH THIS CATCH PHRASE HIMSELF AND BEGAN SALES WITH CONFIDENCE
"THIS IS NOT A SPORTS CAR FOR RACING IT IS A SPORTS CAR FOR YOU "
MR. HARA, MR. MATSUO, MR. UEMURA... THANK YOU ALL!!
THIS IS THE CAR I'VE BEEN WAITING FOR
Miller
LEASING INC
THE HEAD OFFICE HAD SET A TARGET PRODUCTION RATE OF 2000 UNITS A MONTH, BUT SOON SCRAMBLED TO INCREASE ITS PRODUCTION SCHEDULE AS THE FIRST ALLOTTED SHIPMENT SOLD OUT IN A FLASH!
THE RESPONSE WAS EXPLOSIVE
THE CARS SOLD AS SOON AS THEY ARRIVED AT THE DEALER

WHAT DO YOU THINK?
MY COMPANY MADE THIS CAR!!
IT'S GREAT.
IT'S REALLY COOL, DAD!!
LATER...
THE 432 RACE CAR THE LONG NOSE ZG
THE FOUR PASSENGER 2-BY-2 THE VARIATIONS INCREASED

?!
VRRM
WOW!!

Epilogue
The Z Reborn



IT WAS ALSO ACTIVE IN RACES AND RALLIES BOTH FOREIGN AND DOMESTIC

IN NINE YEARS 540,000 UNITS OF THE PREMIER S30 MODEL Z HAD BEEN SOLD BECOMING AN UNPRECEDENTED HIT IN SPORTS CAR HISTORY

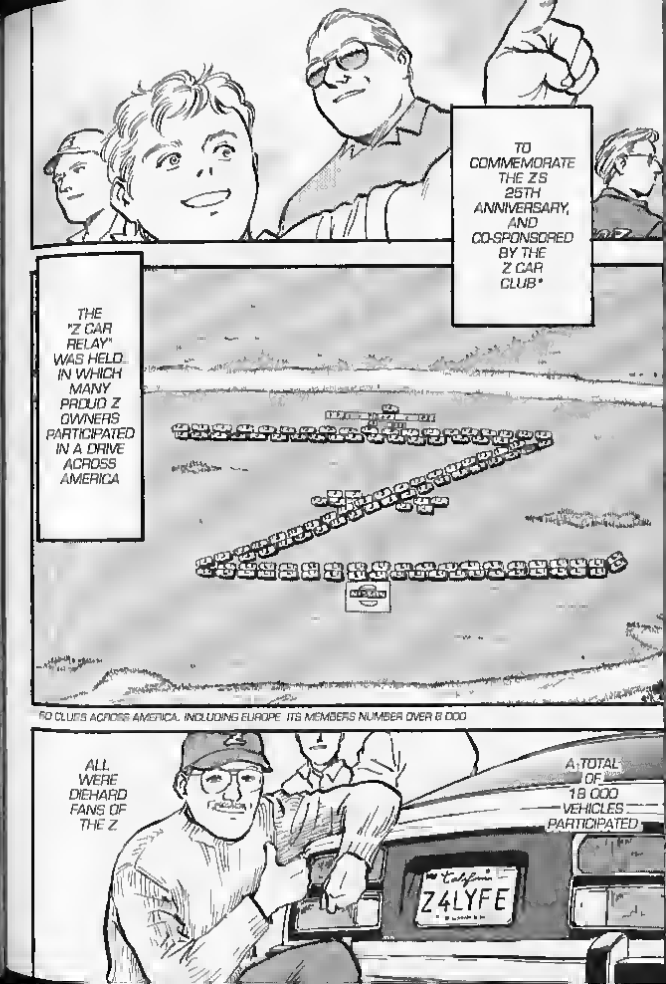
DISPLACEMENT INCREASED FINALLY REACHING 2.8 LITERS

IN BOTH NAME AND REALITY, THE Z HAD BECOME DATSUN'S SYMBOL.

HE CONTINUED TO PARTICIPATE IN THE DEVELOPMENT OF VARIOUS CARS
MATSUO LEFT NISSAN AND BECAME A FREELANCER
TIME PASSED
MAY 1995 (HEISEI 7) 25 YEARS AFTER THE Z'S AMERICAN RELEASE
AND CONTINUES WORK IN HIS OWN STUDIO TO THIS DAY—

NISSAN
HE USED THIS MONEY TO HAVE SILVER TIE PINS SPECIALLY MADE AND DISTRIBUTED THEM TO HIS CO-WORKERS WITH WHOM HE HAD SHARED SO MANY TRIALS
ONE YEAR AFTER THE Z'S RELEASE
MATSUO RECEIVED THE PRESIDENT'S AWARD FOR DISTINCTION IN THE DEVELOPMENT OF THE Z
IT'S THANKS TO ALL OF YOU THAT THE Z IS SO LOVED BY SO MANY PEOPLE!!
THANKS FOR PUTTING UP WITH ALL MY WHIMS
THREE YEARS LATER IN 1973

IN 1977 (SHOWA 52), KATAYAMA HAD RETIRED FROM NISSAN USA AND RETURNED TO JAPAN
HE WAS INVITED BACK TO AMERICA FOR THE CEREMONY AT THIS EVENT AND THERE HE RECEIVED A GREAT WELCOME FROM ALL THE Z FANS
KATAYAMA REVERENTLY CALLED "MR. K" IN AMERICA
CONTINUES TO BE LOVED BY Z-FREAKS EVERYWHERE AS THE FATHER OF THE Z
HOWEVER...


TO COMMEMORATE THE Z'S 25TH ANNIVERSARY, AND CO-SPONSORED BY THE Z CAR CLUB*
THE "Z CAR RELAY" WAS HELD IN WHICH MANY PROUD Z OWNERS PARTICIPATED IN A DRIVE ACROSS AMERICA
*60 CLUBS ACROSS AMERICA, INCLUDING EUROPE. ITS MEMBERS NUMBER OVER 8 000
ALL WERE DIEHARD FANS OF THE Z
A TOTAL OF 18 000 VEHICLES PARTICIPATED
Z4LYFE

AFTERWARD -

IN 1999 (HEISEI 11) NISSAN ACCEPTED THE FINANCIAL COOPERATION OF FRANCE'S RENAULT AND ENTRUSTED THE COMPANY'S RECONSTRUCTION TO THE SHREWD 45 YEAR OLD BUSINESSMAN -

CARLOS GHOSN

HAVING LOST ITS IMAGE LEADER NISSAN'S DETERIORATING BUSINESS WENT FROM BAD TO WORSE AFTER THE ECONOMIC BUBBLE BURST

AND STRONGLY APPEALED FOR THE REVIVAL OF THE Z

AS CARLOS GHOSN TOOK HIS PLACE AS NISSAN'S PRESIDENT, KATAYAMA PAID HIM A VISIT

THEN, IN 2002 -

WITH EVERY MODEL CHANGE SALES CONTINUED TO DIMINISH AND IN 1996 WITH THE FINAL Z32 MODEL EXPORTS TO AMERICA WERE DISCONTINUED

WITH A TOTAL OF 1,420,000 UNITS SOLD WORLDWIDE, THE Z SET A RECORD AS THE SINGLE BEST-SELLING SPORTS CAR IN THE WORLD -

BENEATH THE BANNER OF Z...

END

THE Z THAT HAD ONCE CEASED TO BE...

TRAVERSING A ROAD AS FULL OF TWISTS AND TURNS AS ITS NAME MAKES ITS RETURN

AND THE GEARS BEGIN TO TURN ONCE MORE!!

"THE PREMIER Z - DREAMS OF MY YOUTH MADE REAL"

PREMIER Z PROJECT • CHIEF DESIGNER
NOW PRESIDENT OF PDS PRODUCT DESIGN OFFICE
(DESIGN CONSULTANT)

YOSHIHIKO MATSUO

IN TODAY'S FAST-PACED WORLD, WHERE NEW PRODUCTS ARE CONSTANTLY BEING INTRODUCED ONLY TO BECOME QUICKLY HACKNEYED AND FORGOTTEN, THE PREMIERE Z, MADE 34 YEARS AGO, IS STILL BEING TALKED ABOUT TODAY. NOT ONLY IN JAPAN, BUT ALSO IN AMERICA AND ALL OVER THE WORLD, IT IS BELOVED OF FANS AND CHERISHED BY Z CAR CLUB ENTHUSIASTS.

IN ADDITION, IT HAS EVEN BECOME THE SUBJECT OF NUMEROUS PUBLICATIONS AND TV BROADCASTS. WITH THE BIRTH OF THE NEW MODEL Z AS THE IMAGE LEADER FOR *"THE REBIRTH OF NISSAN,"* IT HAS GARNERED ATTENTION ONCE AGAIN.

AS THE DESIGNER OF THE VERY FIRST Z, IT IS A GREAT HONOR FOR ME TO SEE THAT THIS CAR CONTINUES TO BE SO LOVED. I SHARE THIS HONOR WITH MR. KATAYAMA, MR. YOSHIDA, AND MR. CHIBA, WHO HELPED ME IN ITS REALIZATION; THE HEAD TECHNICIAN, MR. UEMURA; AND, BEGINNING WITH MR. MIYATE, ALL THE STAFF MEMBERS AT NISSAN AUTO BODY.

WHEN I THINK BACK, AT THE TIME I BEGAN PLANNING AND DESIGNING THE Z, JAPAN'S AUTO MANUFACTURING INDUSTRY HAD ONLY BEEN MASS-PRODUCING THE PASSENGER VEHICLE FOR A MERE TEN YEARS. FROM THE VIEWPOINT OF THE ADVANCED NATIONS OF EUROPE AND AMERICA, WE WERE ONLY A SMALL ASIAN COUNTRY THAT HAD JUST BARELY BEGUN TO MANUFACTURE AUTOMOBILES IN EARNEST. THERE WAS A VERY REAL, VERY OVERWHELMING GAP DIVIDING US FROM THE ADVANCED NATIONS OF EUROPE AND AMERICA.

THE IDEA OF MAKING A SPORTS CAR AND EXPORTING IT TO THOSE ADVANCED NATIONS OCCURRED TO ME ABOUT 5~6 YEARS AFTER JOINING THE COMPANY,

[continued to next page]

AND WAS MOSTLY A PRODUCT OF YOUTHFUL BRASHNESS. HOWEVER, IT WAS ALSO A DREAM OF MINE. AND MY CONCEPT OF *"USING MASS-PRODUCED COMPONENTS TO MASS-PRODUCE A HIGH-UTILITY, HIGH-PERFORMANCE YET STILL REASONABLY PRICED CAR WITH A DESIGN TO APPEAL WORLDWIDE"* WAS, IN REALITY, NOTHING SHORT OF A DREAM AT THE TIME.

THE SPARK THAT IGNITED THE Z'S EXPLOSIVE SUCCESS REALLY OCCURRED BACK IN THE AUTUMN OF 1966, WHEN MR. KATAYAMA FIRST SAW THE DESIGN MODEL AND INSTANTLY RECOGNIZED ITS PRODUCT APPEAL. IF I HAD NEVER MET MR. KATAYAMA, THE Z WOULD NOT EXIST TODAY, THERE WOULD BE NO LEGEND IN AUTOMOTIVE HISTORY, NOR, IN ALL PROBABILITY, WOULD MR. KATAYAMA HAVE HAD SUCCESS IN AMERICA.

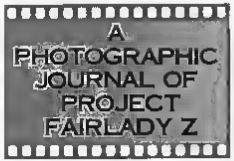
I BELIEVE THAT THERE IS A GREAT MEANING BEHIND THE CHANCE MEETING OF PEOPLE. I ALSO CANNOT FORGET THE EXISTENCE OF MR. HARA, THE PLANNING DIRECTOR AT THE TIME, WHO WAS RESPONSIBLE FOR CREATING THE OPPORTUNITY FOR THIS MEETING.

COMPLETELY DIFFERENT IN SIGNIFICANCE THAN THE SALES ACHIEVED BY THE COMPACT UTILITY CAR, THE SUCCESS OF THE Z SPORTS CAR HELPED TO CHANGE THE ENTIRE IMAGE OF THE

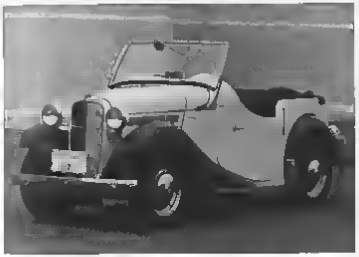
JAPANESE AUTOMOBILE, AND I BELIEVE ITS SUCCESS WAS THE STARTING POINT FOR WHERE THE INDUSTRY IS TODAY.

HEISEI 15, SEPTEMBER. AUSPICIOUS DAY

YOSHIHIKO MATSUO

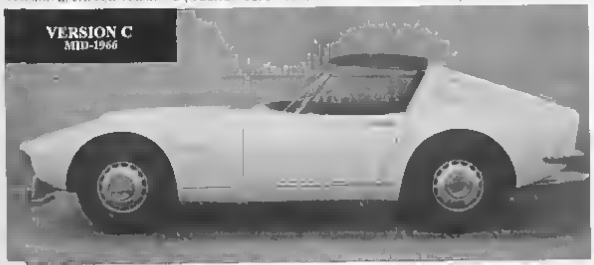


RECORD HOLDER FOR THE SINGLE BEST-SELLING SPORTS CAR IN THE WORLD, THE *"FAIRLADY Z"* LOOK BACK ON THE UNCOMPROMISING BATTLE FOUGHT BY THE MEN WHO WORKED TOWARD ITS DEVELOPMENT!



CLOSEST IN MEASUREMENTS TO THE FINAL VERSION. THIS PROTOTYPE WAS USED IN PRESENTATIONS FOR UPPER MANAGEMENT.

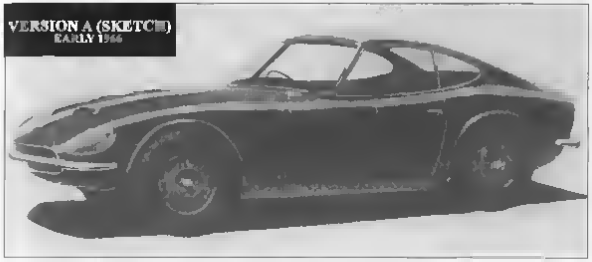
SAID TO HAVE BEEN MADE UNDER ORDERS FROM SUPERIORS. SHOWN HERE IS A VARIATION ON VERSION B, CALLED VERSION D (A LONG-NOSED VERSION OF THE SILVIA LAYOUT).



AKIO YOSHIDA WAS IN CHARGE OF THIS VERSION C. BECAUSE THE DESIGN TOO CLOSELY RESEMBLED THAT OF THE MASERATI GHIBLI RELEASED THAT AUTUMN, THIS VERSION WAS SCRAPPED.

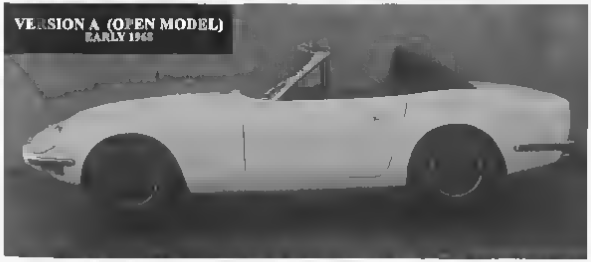
(P.198-199 PHOTOS COURTESY OF YOSHIHIKO MATSUO)

DESIGN PROGRESSION OF THE FAIRLADY Z



VERSION A (SKETCH) SKETCH DESIGN WHICH BECAME THE BASIS FOR THE Z (ARTIST: MATSUO)

VERSION A (NEW MODEL): THIS VARIATION HAS A TENDENCY SIDE AIR SCOOP AS AN ACCENT BUT IS POSED MANUFACTURING PROBLEMS.



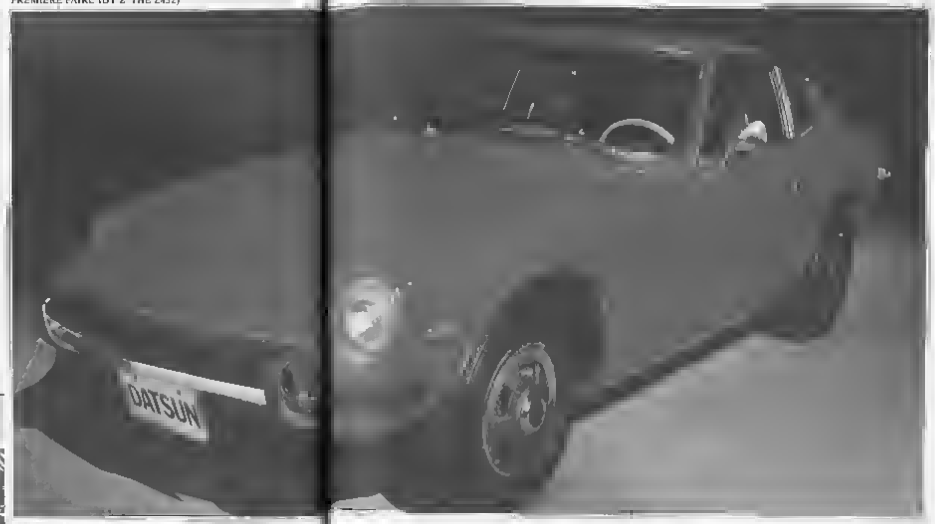
THOUGH NEVER RELEASED FOR SALE, AN OPEN TOP MODEL WAS ALSO CONSIDERED. SHOWN HERE IS AN EARLY VERSION.

THE PREMIERE FAIRLADY Z S30

A COMPLETE VIEW OF THE <DATSUN 240Z>

THE PREMIERE Z (S30) MAIN SPECIFICATIONS	
CHART TEXT (ROX) LENGTH	4,115 MM
WIDTH	1,630 MM
HEIGHT	1,285 MM
BODY WEIGHT	975 KG
PASSENGER	2
TOP SPEED	185 KM/H
ENGINE TYPE	MODEL L20 OHC 2 VALVE LIQUID COOLED 6-CYLINDER IN-LINE
DISPLACEMENT	1,998 CC
MAXIMUM OUTPUT	130 PS/6,000 RPM
TRANSMISSION	4 SPEED FORWARD, 1 SPEED REVERSE
PRICE (AT THE TIME)	¥ 930,000 (BASIC MODEL)

■ WITH ITS ELEGANTLY STREAMLINED LONG-NOSE, FASTBACK STYLING THE VERY FIRST FAIRLADY Z S30 MODEL (EXPORTED AS THE DATSUN 240Z) GAINED OVERWHELMING SUPPORT, EVEN OVERSEAS POPULAR AMONG AMERICAN FANS EVEN TO THIS DAY THE MERE MENTION OF A "Z CAR" CONJURES UP THE IMAGE OF THIS 240Z MODEL
(PHOTO BELOW SHOWS A RACING MODEL OF THE PREMIERE FAIRLADY Z THE Z432)



■ THE PREMIERE Z WAS ALSO ACTIVE IN OVERSEAS RALLIES BEGINNING WITH ITS OVERALL FIFTH AND TENTH PLACE WIN IN THE JANUARY 1971 MONTE CARLO RALLY AS WELL AS ITS OVERALL WIN IN THE EAST AFRICAN SAFARI RALLY IN APRIL OF THAT SAME YEAR THE Z PROVED ITS HIGH POTENTIAL AS A SPORTS CAR.

■ THE GENTLE SLOPE FROM ROOF END TO TAIL SEEN IN THE REAR VIEW IS ONE OF THE Z'S DISTINCTIVE FEATURES AND ALSO ONE THAT CHIEF DESIGNER MATSUO INSISTED UPON BESIDES CREATING AMPLE TRUNK ROOM WHICH IN TURN PROVIDES FOR A COMFORTABLE INTERIOR THIS FEATURE FURTHER RAISES THE CAR'S LEVEL OF COMPETITION AS A GT (GRAN TURISMO) CAR.
(PHOTO AT RIGHT SHOWS THE 240Z-G MODEL EXPORTED TO THE UNITED STATES)

MODEL CHANGE HISTORY OF THE FAIRLADY Z

Z32 <NISSAN 300ZX>
1989-2 debut

THIS FOURTH GENERATION Z WAS INTRODUCED IN 1989, EXACTLY TWENTY YEARS AFTER THE BIRTH OF THE FIRST Z. MIRRORING THE PROSPEROUS ECONOMIC BUBBLE ERA, THE Z WAS TRANSFORMED INTO AN OPULENT SPORTS CAR, WITH A LENGTH OF 1.8M AND WEIGHING 1.5 TONS. THE LIGHTNESS OF THE ORIGINAL HAS BEEN LOST. THE PRICE ALSO SOARED WITH THE HIGH-CLASS MODEL COSTING ¥4,800,000

Z33 <NISSAN 350Z>
2002-7 debut

WHEN CARLOS GHOSN BECAME PRESIDENT OF NISSAN, YUTAKA KATAYAMA, FATHER OF THE Z, REQUESTED THE REVIVAL OF THIS SPORTS CAR, AND THUS THE DEVELOPMENT OF THIS NEW MODEL Z WAS BEGUN. UNDERGOING ITS FIRST FULL-MODEL CHANGE IN THIRTEEN YEARS, THIS CAR REPRESENTS THE REBIRTH OF NISSAN. HELD DOWN TO A PRICE OF AROUND ¥3,000,000, IT IS GAINING POPULARITY

S130 <DATSUN 280ZX>
1978-8 debut

IN AUGUST OF 1978, NINE YEARS AFTER ITS BIRTH, THE FIRST FULL MODEL CHANGE RESULTED IN THIS SECOND GENERATION Z. THE SIZE HAS BEEN SOMEWHAT ENLARGED, BUT ITS DESIGN CLEARLY MAINTAINS THE IMAGE OF THE FIRST Z. COMPARED TO THE FIRST MODEL, SAFETY AND RIDING COMFORT HAVE BEEN INCREASED, AND IT HAS BECOME MORE OF A PASSENGER VEHICLE.

Z31 <NISSAN 300ZX>
1983-3 debut

THE THIRD GENERATION Z, WITH FULL CHANGES IN BODY AND ENGINE. ALTHOUGH RETAINING THE IMPRESSION OF THE FIRST Z, THE DESIGN HAS BECOME FLATTER AND MORE LINEAR. THE HIGH-CLASS MODEL FEATURED 230 HORSEPOWER, WITH A TOP SPEED OF OVER 250 KM/H, RIVALING THE HIGH-CLASS SPORTS CARS OF EUROPE.

THE HISTORY OF THE FAIRLADY Z

YEAR	MONTH	DEVELOPMENTS OF THE FAIRLADY Z	EVENTS IN SOCIETY	SOCIAL TRENDS
1909 MEIJI 42	9	YUTAKA KATAYAMA BORN IN SHIZUOKA PREFECTURE	AUTOMOBILE TYCOON HENRY FORD BEGINS MASS PRODUCTION OF THE "MODEL FORD"	THE FORK BECOMES A COMMON UTENSIL IN GENERAL HOUSEHOLDS
1911 MEIJI 44		MASUJIRO HASHIMOTO ESTABLISHES COMPANY NAMED "KAISHIN SHA"	MARIE CURIE WINS THE NOBEL PRIZE IN CHEMISTRY FOR HER SUCCESSFUL SPLITTING OF THE METALLIC ELEMENT RADIUM	THE FIRST DOMESTIC MADE RECORD "ONPU (MUSIC)" GOES ON SALE
1914 TAISHO 3		HASHIMOTO COMPLETES AUTOMOBILE OF HIS OWN DESIGN. TAKES THE LAST NAME INITIALS OF HIS SUPPORTERS DEN AGYAMA AND TAKFUCHI TO NAME THE CAR "DAT"	TOKYO STATION OPENS FIRST WORLD WAR BEGINS	THE OUTLET BECOMES A COMMON HOUSEHOLD DINNER ITEM
1931 SHOWA 6		DEVELOPS A MINI CAR BASED ON THE DAT AND CALLS IT THE "DATSON" LATER CHANGES NAME TO "DATSUN"	U.S. FEDERAL COURT IN CHICAGO HANDS DOWN GUILTY VERDICT FOR GANGLAND BOSS AL CAPONE	TUBERCULIN INOCULATIONS BEGIN.
1933 SHOWA 8	6	COMPANY NAME CHANGED TO "NISSAN MOTOR CO., LTD." (HEREAFTER "NISSAN")	ADOLF HITLER ORDERS DR. PORSCHE TO DESIGN A CAR FOR THE GERMAN PEOPLE	INTRODUCTION OF THE FIRST DOMESTIC MADE KEWPIE DOLLS.
1935 SHOWA 10		KATAYAMA JOINS NISSAN	SIBERIAN RAILROAD COMPLETED	[SONG] *"KACHUSHA NO UTA (SONG OF THE CACHUSHA)*
1954 SHOWA 29	4	PLANNED BY KATAYAMA, THE FIRST "AUTOMOBILE SHOW (NOW KNOWN AS THE TOKYO MOTOR SHOW)" HELD	REGULARLY TELEVISED BROADCASTS BEGIN ARING IN GERMANY	[BOOK] *NOKAKURO*, BY SUIHO TAGAWA [MOVIE] *"MADAMU TO NYOUBO (MADAME AND WIFE)"*
1957 SHOWA 32		KATSUJI KAWAMATA, FORMERLY OF THE NIHON KOGYO BANK, BECOMES NINTH COMPANY PRESIDENT SINCE NISSAN'S ESTABLISHMENT	FIRST SUBWAY OF THE POSTWAR PERIOD OPEN FOR TRANSPORTATION SEIKAN FERRYBOAT *"TOYAMARU"* CAPSIZES	MOVIE] "KING KONG" [SONG] *"TOKYO ONDO"*
1958 SHOWA 33	9	KATAYAMA, ACTING AS TEAM DIRECTOR, LEADS NISSAN'S TEAM TO VICTORY IN AUSTRALIAN ROUND-TRIP RALLY	SOUTH POLE PRELIMINARY OBSERVATION TEAM LANDS AT ONGLE ISLAND, ESTABLISHES *SHOWA BASE"*	EIJI KIKKAWA'S "MIYAMOTO MUSASHI" SERIES BEGINS IN TOKYO ASAHI SHINBUN (NEWSPAPER)
1960 SHOWA 35	3	TOYOTA AND NISSAN BEGIN EXPORTS TO AMERICA KATAYAMA ASSIGNED TO RESEARCH AMERICAN MARKETPLACE. FLIES TO U.S.	FUJI HEAVY INDUSTRIES RELEASES THE *"SUBARU 360"* FOR SALE. CALLED "*THE LADYBUG*" BECOMES A BIG HIT	[MOVIE] "ROMAN HOLIDAY" "GOJIRA (GODZILLA)" [PHRASE] ROMANCE GRAY
	4	YOSHIHIKO MATSUO JOINS NISSAN	THE *"KAMIKAZE TAXI"* BECOMES RAMPANT	[MOVIE] "GUNFIGHT AT THE OK CORRAL"
	9	KATAYAMA PULLS SALES AGREEMENT WITH MARUBENI AND MITSUBISHI TRADING. INSTEAD, SETS UP DIRECT SALES ARM "NISSAN USA" BECOMES ITS VICE PRESIDENT	COLOR TELEVISION BROADCASTS BEGIN TOYOTA BEGINS EXPORTS OF THE CROWN CUSTOM. JAPAN'S FIRST EXPORTS TO THE SOVIET UNION. NEW JAPAN-UNITED STATES SECURITY TREATY FORMED	[TV] "LASSIE" *KYOU NO RYOURI (COOKING TODAY)"* WRESTLER RIKIDOUSAN'S PRO WRESTLING BROADCASTS BECOME WILDLY POPULAR. [SONG] *YURAKUMACHI DE AIMASHO (LET US MEET AT YURAKUMACHI)" "O-I NAKAMURA-KUN (HEY NAKAMURA)"* BOTH NHK AND NIPPON TV BEGIN COLOR BROADCASTS [BOOM] DARKOH HAN DOLLS. JEANS [BOOK] *SEI SEIKATSU NO CHIE (SEX LIFE TIPS)*
1965 SHOWA 39		UNEXPECTEDLY POOR SALES OF THE *"BLUEBIRD 410"* DESIGNED BY PININ FARINA MATSUO PLACED IN CHARGE OF REDESIGNING MINOR CHANGES TO THE BLUEBIRD 410 COMES UP WITH NEW MODEL "SSS"	TOKAIDO BULLET TRAIN OPEN FOR TRANSPORTATION TOYOTA ACHIEVES PRODUCTION OF 10 000 PASSENGER VEHICLES PER MONTH. HONDA BEGINS SALES OF THE NATION'S FIRST DOMESTIC RACE CAR, THE *"HONDA 1"*	[MOVIE] "MY FAIR LADY"
1965 SHOWA 40	10	DUE TO PERSONNEL CHANGES, MATSUO IS TRANSFERRED TO THE DIVISION SPECIALIZING IN SHORTS CARS AS CHIEF OF THE NUMBER 4 DESIGN STUDIO	NATIONAL PERCENTAGE OF STUDENTS PROGRESSING TO HIGH SCHOOL EXCEEDS 70%. NUMEROUS UNIVERSITY DEMONSTRATIONS OCCUR IN SUCCESSION	[BOOK] *CYBORG 009* BY SHOTARO ISHIMORI *OBAKE NO Q-TARO (Q TARO THE GHOST)*, BY FUJIO FUJIKO [PHRASE] *ORE NI TSUITEKOI (FOLLOW MY LEAD)*
1966 SHOWA 41		MATSUO BEGINS CONCEPTUALIZATION OF THE NEXT-GENERATION SHORTS CAR VERSION A (GT MODEL) CONVERTIBLE 1/1 SCALE CLAY MODEL COMPLETED. VERSION B (SPECIALTY MODEL) CLAY MODEL COMPLETED	TOYOTA RELEASES THE *"COROLLA MODEL KE 10"* FOR SALE. USHERING IN THE "MY CAR" ERA.	MOVIE] "THE SOUND OF MUSIC" *"ABASHIRI BANGAICHI (ABASHIRI OUTER LIMITS)"* STARRING KEN TAKAKURA
1967 SHOWA 42		CONCENTRATING ON VERSION A, CLAY MODEL IS IMPROVED AND UPGRADED. KATAYAMA VISITS MATSUO. GIVES ENCOURAGEMENT. DEVELOPMENT PROJECT FOR NEXT-GENERATION SPORTS CAR IS NAMED "MARU ZETTO (CIRCLE Z)"	THE BEATLES ARRIVE IN JAPAN TOYO INDUSTRIES RELEASES THE *"COSMO SPORTS"* FOR SALE. THE WORLD'S FIRST AUTO TO UTILIZE A ROTARY ENGINE	[BOOM] THE MINI SKIRT. THE MILITARY LOOK [BOOK] *KYOJIN NO HOSHI (STAR OF THE GIANTS)*, BY IKKI KAJIWARA [TV] *"WAKAMONO TACHI (THE YOUNG ONES)"* *"ZENIGATA HEIJI"*
1968 SHOWA 43	11	AFTER BEING UNVEILED AT THE BUSINESS EXECUTIVES' PRESENTATION, THE VERSION A IS APPROVED ACTUAL PROTOTYPE COMPLETED	JAPAN RANKS SECOND IN THE WORLD BEHIND AMERICA IN NUMBER OF AUTOMOBILES MANUFACTURED. NUMBER OF AUTOS IN RESERVE EXCEEDS 10 000 000. VIETNAM WAR BEGINS	OHTSUKA FOODS BEGINS SALES OF THE *"BONCURRY"* [BOOM] *HOTARU NO HAKA (GRAVE OF THE FIREFLIES)*, BY AKIYUKI NOSAKA [RADIO] "ALL NIGHT NIPPON"
1969 SHOWA 44		FIRST EXPERIMENTAL MODEL OF NEXT-GENERATION SPORTS CAR COMPLETED. DECISION FOR ITS NAME IS THE "FAIRLADY Z". UEMURA TAKES THE EXPERIMENTAL MODEL FOR A TEST RUN IN AMERICA	MARTIN LUTHER KING JR. ASSASSINATED STUDENTS AND RIOT POLICE CLASH AT TOKYO UNIVERSITY'S YASUDA AUDITORIUM AMERICA'S APOLLO 11 LANDS ON THE MOON	[SONG] *"KAETTEKITA YOPPARAI (THE RETURN OF THE DRUNK)" "YOGIRIYO KONYAMO ARIGATO (NIGHT FOG, THANK YOU AGAIN TONIGHT)"* KICK BOXING. WOMEN'S FREE WRESTLING EMERGE AS POPULAR NEW SHOW SPORTS
1970 SHOWA 45	11 4	NISSAN RELEASES THE *"FAIRLADY Z (HEREAFTER CALLED 'Z')"* FOR SALE CAR RELEASED AS THE "*DATSUN 240Z*" IN AMERICA	JAPAN'S NUMBER OF AUTOS IN RESERVE REACHES 16,570,000, RANKING SECOND BEHIND AMERICA.	[TV] *"KONTO 55 GOJI URA-BANGUMI O SUTTOBASE! (SKIT NUMBER 55! BLOW AWAY THOSE BACK PROGRAMS!")" "HACHIHIDAYO! ZENIN SHUGOU (IT'S EIGHT O'CLOCK! EVERYONE GATHER 'ROUND)"* [PHRASE] *OH! MOHRETSU! (OH! INTENSE!), HAHA FUMI FUMI (STOMP STOMP LEAVES) ATTO ODOROKU TAMEGOROH (TAMEGOROH EXCLAIMS IN SURPRISE)*
1971 SHOWA 46	4	240Z WINS SAFARI RALLY THE Z WINS AMERICAN CAR MAGAZINE ROAD & TRACK'S "CAR OF THE YEAR" AWARD	JAPAN AIRLINES FLIGHT "YODO" HIJACKING INCIDENT YUKIO MISHIMA COMMITS SUICIDE AT JAPANESE SELF-DEFENSE FORCE HEADQUARTERS SITE NISSIN FOODS BEGINS SALES OF THE "CUP NOODLE" POLICE AND PROTESTERS CLASH OVER PROPOSED CONSTRUCTION SITE OF NARITA AIRPORT	

1973 SHOWA 48		MATSUO RETIRES FROM NISSAN BECOMES A FREELANCE CAR DESIGNER.
1975 SHOWA 50		NISSAN USA UNSEATS GERMANY'S VOLKSWAGEN AS AMERICA'S NUMBER ONE SELLING IMPORT CAR
1977 SHOWA 52		KATAYAMA RETIRES FROM NISSAN USA RETURNS TO JAPAN
1978 SHOWA 53	8	A MODEL-CHANGED VERSION OF THE FIRST Z. THE *"FAIRLADY 280Z (S130)"* IS RELEASED FOR SALE
1980 SHOWA 55		NISSAN COMBINES DATSUN BRAND WITH NISSAN BRAND.. *"DATSUN"* NAME DISCONTINUED
1983 SHOWA 59	9	COMPLETING ITS SECOND MODEL CHANGE, THE *"FAIRLADY 300Z (Z31)"* IS RELEASED FOR SALE
1989 HEISEI 1	7	COMPLETING ITS THIRD MODEL CHANGE, THE *"FAIRLADY 300ZX (Z32)"* IS RELEASED FOR SALE.
1995 HEISEI 7	7	COMMEMORATING ITS 25TH ANNIVERSARY OF SALE, THE "Z AMERICA RALLY" IS HELD, IN WHICH MANY Z CARS PARTICIPATED IN A CROSS-COUNTRY DRIVE OF AMERICA WHILE MAINTAINING A CONSTANT "Z" FORMATION
1996 HEISEI 8		EXPORT OF THE Z TO AMERICA DISCONTINUED. THE FAIRLADY Z ACHIEVES 1 400 000 UNITS SOLD, A WORLD RECORD IN SALES OF A SINGLE VARIETY OF SPORTS CAR
1998 HEISEI 10	10	FOLLOWING THE LIKES OF SOICHIRO HONDA AND EIJI TOYOTA, KATAYAMA BECOMES THE FOURTH JAPANESE TO BE INDUCTED INTO THE AMERICAN AUTOMOTIVE HALL OF FAME
1999 HEISEI 11	3	NISSAN ANNOUNCES JOINT FINANCIAL COOPERATION WITH FRANCE'S RENAULT
	6	CARLOS GHOSN BECOMES PRESIDENT OF NISSAN
	9	KATAYAMA MAKES STRONG DEMANDS FOR THE REVIVAL OF THE "Z" TO GHOSN
2002 HEISEI 14	10	GHOSN ANNOUNCES THE *"NISSAN REVIVAL PLAN"*
	7	13 YEARS AFTER THE LAST FULL MODEL CHANGE OF THE Z32, NISSAN UNVEILS THE NEW FAIRLADY Z "33"

- FOURTH WAR IN THE MIDDLE EAST ERUPTS OIL SHOCK
- HIROSHIMA TOYO CARPS OBTAIN THEIR FIRST LEAGUE WIN
- VIETNAM WAR ENDS
- JAPANESE LIFE EXPECTANCY [OF BOTH MEN AND WOMEN] NUMBER ONE IN THE WORLD
- HUACK PREVENTION BILL PASSED
- PRIME MINISTER FUKUDA ANNOUNCES THE *"ALL-DIRECTIONAL DIPLOMATIC POLICY."* NAOMI UEMURA SUCCESSFULLY REACHES THE NORTH POLE ON SOLO DOG SLED RUN
- SUMMER BONUS AMOUNT GIVEN BY PRIVATIZED BUSINESSES AVERAGES 448 000 YEN, AN INCREASE OF 9.85% FROM THE PREVIOUS YEAR.
- KANAGAWA PREFECTURE TAKES THE NATION'S LEAD IN IMPLEMENTING PUBLIC INFORMATION REGULATIONS
- "RECRUIT" INCIDENT
- DISAPPEARANCE OF ATTORNEY SAKAMOTO AND FAMILY
- SUBVERSIVE ACTIVITIES PREVENTION LAW USED AGAINST OUM SHINRIKYO
- GREAT HANSHIN AWAJI EARTHQUAKE OCCURS
- HOSTAGE CRISIS AT RESIDENCE OF JAPANESE AMBASSADOR TO PERU
- DECISION MADE FOR JAPAN AND KOREA TO JOINTLY HOST 2002 WORLD CUP SOCCER EVENT
- NORTH KOREA FIRES *"TEPODONG"* MISSILES. SOCCER PLAYER HIDETOSHI NAKATA TAKES ON THE CHALLENGE OF ITALY'S SERIE A.
- NTT DOKOMO BEGINS *"I MODE"* SERVICE
- SHINTARO ISHIHARA WINS TOKYO GOVERNOR'S RACE SO-CALLED *"CHARISMA"* TECHNICIAN'S SUCH AS THE *"CHARISMA BEAUTICIAN"* AND *"CHARISMA SALESMAN"* PROLIFERATE THROUGHOUT THE CITY
- INCIDENT INVOLVING FALSE LABELING OF DOMESTIC BEEF CONFERENCE BETWEEN JAPANESE AND KOREAN LEADERS RESULTS IN THE RELEASE OF FIVE JAPANESE ABDUCTEES

- [BOOK] *SPARUTA KYOIKU (SPARTAN DISCIPLINE)* BY SHOTARO ISHIHARA
- [TV] *BOKKIRI KAMERA (SURPRISE CAMERA)"*
- [BOOM] *KACHI KACHI CLACKER* (THE CLICK CLICK CLACKER) [TV] *"YUKU TOSHI KURU TOSHI (OLD YEAR_NEW YEAR)"*[PHRASE] *NOMIKAI YUKOUYO* (LETS TAKE IT EASY), *SHIKAKE* (LULL)
- LED 9'Y COACH KAWAKAMI THE GIANTS WIN THEIR NINTH CONSECUTIVE VICTORY IN THE CENTRAL LEAGUE
- [PHRASE] *ICHIGO HAKUSHO O MOU ICHIDO* (THE STRAWBERRY STATEMENT ONCE AGAIN), *JIDAI* [ERA], *SHIKUAMEN NO KAORI* (THE SCENT OF THE CYCLAMEN)
- POPULARITY OF THE "SUPER CAR," SUCH AS THE COUNTAC LAMBORGHINI.
- [BOOM] SUSPENSION FITNESS EQUIPMENT *"HEUTRA(PHRASE) NANCHATTE (JUST KIDDING!), SARAKIN JI'OKU* (LOAN SHARK HELL)
- JOHN LENNON ASSASSINATED
- [BOOK] *NUMMER, BRUTUS*
- [BOOM] RECORD RENTALS, THE TECHNO CUT
- [PHRASE] PETER PAN SYNDROME
- THE COMMITTEE FOR JAPANESE KANJI SKILL APPROVAL ANNOUNCES THE ANNUAL *"KANJI OF THE YEAR."* FIRST SELECTED KANJI 水 [*"SHIN"*]
- NEWS OF MAD COW DISEASE AND THE O157 (SALMONELLA) OUTBREAK CONTRIBUTE TO A GROWING INSECURITY ABOUT FOOD SAFETY [BOOK] *NOUNAI KAKUMEI (CEREBRAL REVOLUTION), SARUGANSEKI NIKKI (SARUGANSEKI DIARIES)*
- [BOOK] *ROJIN RYOKU* [SENIOR POWER], *RYU (REASON)* [MOVIE] "GODZILLA"
- SONY RELEASES THE ROBOT DOG *"AIBO"* FOR SALE [SONG] "AUTOMATIC"
- [BOOK] *NINGEN MARUWAKARI NO DOUBUTSU URANAI (TOTALLY PERSONALITY REVEALING ANIMAL FORTUNE TELLING)* [MOVIE] "THE MATRIX" "ARMAGEDDON"
- [BOOK] *TANAKA MAKIKO KENKYU (A STUDY OF MAKIKO TANAKA)*, BY TAKASHI TACHIBANA [PHRASE] *JAMA CHAN, MUNEO HOUSE*

PROJECT X challenge

SEVEN ELEVEN

In a time when giant department stores and supermarkets dominated the Japanese retail industry, two businessmen, Toshifumi Suzuki and Ifideo Shimizu, discovered a new type of small retail store flourishing in America - the Seven Eleven. Called a "convenience store," it was a concept new to the Japanese. Intrigued by this new idea and convinced that it would succeed in Japan as well, the two men put together a project team of fifteen members, all virtual novices to the retail trade, to bring this venture to their land. Staking his entire livelihood, young storeowner Kenji Yamamoto volunteered to convert his family-owned liquor store into the first Seven Eleven in Japan. The hardships of negotiations, the oil shock, the struggle to cope with inadequate space were all met with resolve and innovation, culminating in what is now called the retail revolution!

Feeling hungry...? Out of toothpaste...? Or just need some aspirin? Run down to your local corner store - you may find it's a 7-Eleven. They'll have just the thing you're looking for and more. See why this is more than just a store for the late night munchies!

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